

ONE-DAY WORKSHOP – SYNOPSIS

# SALES PIPELINE CREATION WORKSHOP



Why this workshop? This workshop equips sellers to personally creating quality sales pipeline. It's never been more challenging to break through to C-level decision-makers who are already swamped with email and bombarded with digital outreach. Try breaking through using email alone and yield rates are too low. Engage only through social and digital platforms and you'll often make mere noise; cold calling alone will get you blocked; and the wrong conversations get you delegated nowhere fast.

To connect and engage with difficult-to-reach executive buyers you need to be intelligently bold and relentless, using powerful strategies that combine proven principles with modern techniques. You need a strong foundation of belief in the value you provide in conversations in advance of the person being interested in your products, services or solutions. You also need a multi-threaded, multi-channel approach as outlined in the bestselling book, COMBO Prospecting. This workshop is proven to deliver real world results and enables participants to:

- Understand and meet today's buyer expectations
- Create an effective value narrative with powerful conversation framework
- Identify trigger events and optimize referrals to create engagement
- Time-block for consistent levels of healthy opportunity pipeline
- Set an agenda of 'value' and create focus on the business case for change
- Take qualification and discovery to the next level while avoiding delegation
- Personally create quality sales pipeline with senior buyer engagement

What is being delivered? This workshop will assist salespeople in creating qualified opportunities. Participants hone their skills for engaging prospective clients based on an effective point-of-view (POV), personalisation, and driving concurrent multi-channel outreach (COMBO Prospecting).

How will participants engage? In this workshop, participants arrive with a target industry and buyer personas in mind. Everyone will build a framework and scripts for creating sales pipeline.

Key outcomes from workshop. Salespeople refine their framework and process for securing executive meetings with new prospective customers. Participants also identify best strategies and tactics for pipeline and sales success in their role.

# PIPELINE CREATION – WORKSHOP CONTENT

## Introduction

Trends, challenges and essential elements of success

Strategic engagement for winning differentiation

Trigger events for opportunity identification (workshop)

Creating a foundation of trust and credibility

## Creating An Effective Value Narrative and Point-Of-View

Understanding the customer's perspective on value

Creating your executive outreach narrative to hook interest (workshop)

Email and InMail templates that break through (workshop)

## Creating High Quality Sales Pipeline

COMBO Prospecting overview, outreach cadence and sequencing

Personal brand to support engagement

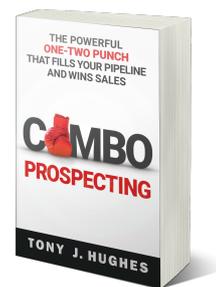
Aligning through progressive qualification

## Personal Commitments

Review key take-aways and actionable commitments

# ABOUT THE FACILITATOR – TONY HUGHES

Tony Hughes is the author of COMBO Prospecting and has thirty years of sales and corporate leadership experience. He has generated record-breaking sales results in the tech-sector and has a proven track record in the technology and software industry. Top Sales World ranks Tony as the most influential person in professional selling within Asia-Pacific, and LinkedIn ranked him as the third most influential personal globally in B2B selling in 2018. Tony has taught sales for Sydney University and within the MBA program at the University of Technology, Sydney. He has key-noted at major conferences around the world. Additional information available here:



- LinkedIn profile: <https://www.linkedin.com/in/hughestony/>
- Speaker and author website: [www.TonyHughes.com.au](http://www.TonyHughes.com.au)
- Sales training website: [www.RSVPselling.com](http://www.RSVPselling.com)
- YouTube channel: <https://www.youtube.com/RSVPselling/videos>