

HOW TO SUCCESSFULLY MANAGE YOUR SALES PIPELINE

For your **pipeline** to work, it needs to be managed effectively. Like every process in the business world, it doesn't take long for things to get a little unorganized. And, before you know it, your pipeline has become unmanageable. It's time to make a habit of sales pipeline management to get the most out of every opportunity and keep your pipeline intact.

1. DO YOU UNDERSTAND YOUR TARGET AUDIENCE?

Filling your pipeline with leads that won't convert will achieve poor results. Start with a clear knowledge of what your audience looks like — using **buyer personas** and **lead qualification**.

5. DO YOU KNOW HOW TO PRIORITIZE LEADS?

Prioritizing leads that are more valuable and more likely to convert is crucial to ensure you achieve the best results. Ensure your teams know what makes a high-quality lead.

2. HAVE YOU FOLLOWED UP (AGAIN)?

It might sound obvious, but with complicated buyer journeys and several decision-makers involved, it can be easy to give up on leads. Keep trying — patience is key!

6. DO YOU CLEANSE YOUR PIPELINE REGULARLY?

Spending time on leads that aren't going to convert wastes valuable sales and marketing time — so, be sure to **remove leads** that are clogging up your pipeline.

3. HAVE YOU OUTLINED YOUR PROCESS?

A standardized process helps ensure everyone is on the same page. Make sure yours is clearly defined and accessible to everyone involved.

7. ARE YOU UTILIZING THE BEST TECHNOLOGY?

You need to have the right **tools** in place to succeed. So, ensure you include sales pipeline technology in your strategy from the start to optimize processes and supercharge results.

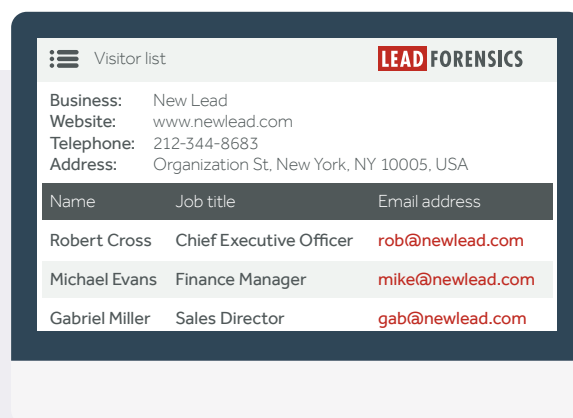
4. ARE YOU HAPPY WITH YOUR CONTENT STRATEGY?

Creating relevant, engaging content for buyers at every stage of the pipeline is a must! Ensure your teams have hordes of **material** at their fingertips.

8. FAMILIARIZE YOURSELF WITH KEY METRICS

Use a **sales funnel** to measure your pipeline conversion-rate, and **sales velocity** to see whether the number of opportunities, deal size, conversion-rate or pipeline length can be improved.

DISCOVER HOW LEAD FORENSICS CAN SUPPORT YOUR BUSINESS AT EVERY STAGE OF THE PIPELINE. BOOK YOUR FREE DEMONSTRATION TODAY.



GET STARTED