

# Strategic Selling® Funnel Management

## Implementing Customized Funnel Management

### Overview

*Strategic Selling® Funnel Management* provides organizations a method for analyzing opportunities within the sales funnel and for identifying ideal salesperson behaviors that will enhance sales performance. This program provides a way to examine individual sales funnels to recognize key actions to be taken by both the sales professional and the customer to help move opportunities through the funnel.

*Strategic Selling® Funnel Management* helps sales leaders, managers and mentors remain close to potential sales opportunities as they advance through each funnel stage and share best practices for improving identification of the specific actions needed to move them forward. During this session the organization will develop a customized sales funnel to improve adoption of the tool and increase forecasting accuracy. A Miller Heiman expert will detail proper documentation for tracking both the selling organization's sales process and the customer's buying process.

The goal is to deliver an enhanced understanding and application of the sales funnel from *Strategic Selling®* to better prioritize the opportunities competing for limited resources and increase close ratios by targeting those that represent the best return on investment.

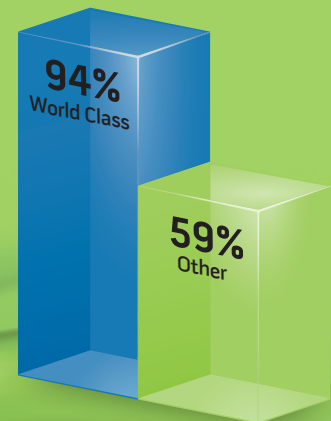
*Strategic Selling® Funnel Management* may be the right solution if your company is trying to:

- Implement consistent adoption of a sales funnel process.
- Eliminate wasted energy in the sales cycle.
- Raise confidence in advancing opportunities to a close.
- Reinforce selling behaviors and activities that move sales forward.
- Increase forecast accuracy.
- Improve predictability.

### Communication Improves Results

Sales organizations that communicate and collaborate are more likely to see better sales performance results and exceed financial objectives. World-Class Sales Organizations are more likely to report forecast accuracy and quota attainment among sales forces.

**We have open and honest communication between our sales managers and our salespeople.**



**"We are having in-depth, monthly reviews and Blue Sheeting our top three prospects and existing accounts. It has been amazing."**

— Regional Vice President, Staffing and Recruiting

# Program Facts

## Strategic Selling® Funnel Management

### Who Should Attend

Any member of the organization responsible for ensuring proper use and application of a sales funnel process and the *Strategic Selling*® concepts and tools including sales operations, sales management, and peer mentors.

### How Your Organization Will Benefit

Enable field sales to:

- Quickly identify actions required to move opportunities through the sales process.
- Manage selling time and priorities based on the number or value of opportunities in the funnel.

Enable sales management and senior leadership to:

- Identify whether opportunities are placed in the right funnel stages based on established criteria.
- Improve forecast accuracy and funnel management.
- Identify coaching opportunities to help teams and individuals create a steadier stream of prospects to move through the funnel.

### Delivery Options

- Regularly scheduled live public programs (1-day)
- Tailored on site live programs (1-day)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)

### Related Offerings

**Strategic Selling**® – Comprehensive strategy for winning complex sales.

**Conceptual Selling**® – Communicate effectively to uncover and align with the customer's buying process.

**Large Account Management Process**<sup>SM</sup> (LAMP®) – Strategic planning for protecting and growing key accounts.

**Sales Access Manager**<sup>SM</sup> – Sales process integration with relationship management systems (CRM).

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**Funnel Scorecard**® – Opportunity evaluation and loss review process.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.