

Funnel Scorecard® Design and Application

Program description

Funnel Scorecard® Design and Application applies the business and opportunity criteria specific to a sales organization's sales efforts to that organization's sales funnel management process. This provides sales organizations a method to quickly and systematically identify the best opportunities to pursue, eliminates guesswork, and helps salespeople pinpoint where they stand with each opportunity in the funnel.

Modality



3 days

Languages



American English / *Participant-facing materials only: French (European), Portuguese (Brazilian), Spanish (LATAM)*

- **Audience:** First-level, mid-level and senior leaders

Learning objectives

- Quickly score opportunities to determine how they should be prioritized when selling time is limited.
- Identify key pieces of unknown information to quickly move the opportunity through the funnel.
- Replicate the best practices of the top sellers in the organization.
- Make informed decisions on resource allocation when resources are limited.
- Guide salespeople to pursue the right opportunities.
- Easily identify coaching opportunities where key pieces of information are consistently missing.

Skills

- Recognizes where to allocate limited resources for the greatest return
- Assesses available information about the sales opportunity
- Identifies critical next steps to progress through the sales cycle
- Facilitates win/loss reviews that improve future sales actions
- Improves forecast accuracy