



The Sales Pipeline

Generating a **Sales Pipeline** is fundamental to the growth of your business and organization. Five pillars are determined to build a strong pipeline from scratch. Firstly, your geographic zone needs to be established with the number of **countries** in which you want your services or products to be sold. Then, you are required to select your future **market sectors** (B2B, B2C, retailers, etc.).

The **number of prospects** per countries is necessary to achieve your future goals. Afterwards, it is central to determine the **size of companies** you wish to work with (global, middle or small organizations). Finally, you have to settle for the right contact, the relevant decision maker, who will sign your future contract.

Your **pipeline** is like a funnel with different factors determining the quality of your future prospects. Firstly, as mentioned, the geographic zone, market sectors and number of prospects represent your Quantity. Secondly, a mix of top, middle and small sized companies as well as choosing your future decision makers efficiently, determine your **Balance** plus the **Velocity** of the funnel.

If you work on these business points, you will obtain a strong pipeline with **Quality** prospects. From these new ones, the next step is as certain how you want to contact your future clients: by emailing, cold calling, social media selling or a mixture of these choices. You will definitely increase the number of positive responses if you customize your offers and services. At this stage and to gain an advantage over your main competitors, your prospects will certainly appreciate the foundation of **Unique Selling Proposition** (USP model).

For further details, I would be delighted to elaborate on your **personal strategy** and future business plans in a face-to-face meeting at your offices or during a dedicated conference call. Please, feel free to contact me by email : nicolas.fluder@bsnf.eu