

Sales Pipeline Reality Checklist

Are your client conversations supporting or hurting your sales strategy?

Please see below five critical coaching questions that you can be asking to help answer this question. When you look at your sales pipeline, do you experience any of the challenges below?

- Opportunities that initially progress but then seem to stall and lose momentum.
- Opportunities that are forecasted at the incorrect stage or amount.
- Opportunities that probably should not be in the pipeline at all.

To help you as a sales leader get better answers we recommend that at your next pipeline review session you and your sales reps examine every opportunity through the filter of the five critical questions below. Doing so will help you determine the real health/value of your pipeline, and where your team needs to place their focus.

Do they know the answers to these questions? Where are our risks?

Do they have the skills to engage clients in a way that helps them uncover and discuss this important information?

Coaching - Five Critical Questions



Does the client clearly see the gap between their Current Situation and Desired Situation? How do you know?



Has the client expressed the consequences of status quo? What are they?



Are you getting SMART client commitments that move the opportunity forward? What are some examples?



Have you identified how the decision will be made and what role each person will have? Who are they?



Have you as a sales leader been providing coaching in the early stages of the opportunity? What have you learned?



If you would like to discuss your conclusions please contact us at the number below. We can help you identify where your team may be excelling, and where they may be in need of further development in order to better execute on your sales strategies.

For more information contact:

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