



Keeping Your Pipeline Full

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So, you have finally closed the big one! You have been working on that sale for a long time and no one believed that you could close it, but you did. However, now you look up and see your pipeline is empty. Now you are short on leads, prospects, appointments and generally everything. When your pipeline runs dry, it's like being stranded on the beach and up to your ankles in troubled waters. So let's look at this can or could have been avoided.

You should maintain a consistent sales activity and work ethic.

Of course, if you constantly maintained an even work ethic and always completed the same amount of calls, contacts and other sales activities, you would never have the dry pipeline problem. If you follow your Science of Selling, then you understand the importance of keeping your numbers steady, regardless of the results. However, in case you missed that lesson, here is another way to keep an eye on your treasure trove.

Replace everything that you use.

Simply replace every sales item that you use; put it back. By sales items, I am referring to sales, sales calls, contacts, appointments, etc. For instance, you pick up the telephone and call a cold lead from your database, and make contact with that lead. Now you have one additional "contact with a decision-maker" in your database. However, you also have one less cold lead. You should replace that lead as soon as possible.

Once you set an appointment with that contact, you now have an additional "appointment set" in your funnel, but you also have one less decision-maker for which you have not set an appointment.

When you meet with that decision-maker, do a sales interaction and make a proposal, you now are left with one less "appointment". If you close the sale, then your number of "active proposals" just went down. Just replace everything.

Finally, you need to look at the averages.

Keep your averages in mind as well. For instance, say you have a 25% closing average, in that it takes you four presentations to close one sale. Then when you close one sale, you are now short four presentations. Replace those immediately.

Get your pipeline full and then replace what you use, this should stop you getting caught in the dry spell of sales.