

Sales Pipeline Management

Part of: Habit 8 – Funnel & Pipeline Management

Why you need it: Pipeline management helps sale teams stay focused, proactive and in control of their deals

Execution

03

Project time

1 week+

Level

Involved

Audience



**Sales
Leader**

Benefit

**Practical
Advice**

About this guide

This guide give 3 key steps to pipeline management:

- Define stages
- Manage actively
- Implement improvements

Tips for success

- Review your pipeline weekly (salesperson + manager)
- Keep stage accurate, not optimistic
- Close out dead deals – don't let them clog the view
- Add next steps + dates – action
- Keep notes customer focused – what they need, why they care etc

What you'll get out of it

- Clarity on how well your pipeline is managed
- Ideas on how to improve

Useful links

- [Execution: Pipeline & Funnel Managements](#)
- [Execution Overview](#)
- [Sales Excellence](#)
- [Sales Excellence toolkit](#)

Sales Pipeline Management

Pipeline Management is tracking and progressing sales opportunities from initial interest to final close. This tool provides definition of pipeline stages, a way of reviewing and progressing deals and a method of spotting risk, focussing effort and closing stronger.

Sales funnel and pipeline are closely related disciplines, but they serve slightly different purposes. The funnel covers the entire sales journey- including the earlier stages before opportunities are qualified – focussing on volume, conversion rates and where prospects drop out. The funnel includes all of the pipeline activity which tracks active, qualified opportunities with the aim of progressing them to close.

Why it matters?

- Prioritising the right opportunities
- Staying close to customers through the sales cycle
- Spotting deals that are stuck before they are lost
- Improving forecasting accuracy

Step 1: Define Pipeline Stages

Question	Description	Sales focus
Prospecting	Identified lead or inbound enquiry	Qualify: confirm need and authority
Discovery	Initial conversation held, need confirmed	Understand the challenge + value add fit
Quoted /proposed	Quote or proposal submitted	Follow-up, clarify, handle objections
Negotiation	Active back and forth	Solution, terms, value-based price. Ask for the business. Move to close.
Committed / verbal win	Close is verbally agreed	Final admin
Closed – won/lost	Deal secured or lost	Win/Loss review

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Step 2: Ensure you are actively managing each stage

Customer	Opportunity	Stage	Deal Value (£)	Probability (%)	Weighted value (£)	Next steps
ABC Ltd	Hose assembly upgrade	Discovery	£10,000	30%	£3,000	Technical call 20 June
UKL Group	Fasteners re-stock	Committed	£40,000	90%	£36,000	Awaiting PO

Step 3: Actively manage improvement

Question	Action
Do I have enough pipeline to hit target?	Focus on volume, price and conversion rate
Which stage is each deal in – really?	Brutal honesty to key to good pipeline management – avoid wishful thinking
Are any deals stuck or silent?	They need action, escalation or removal from pipeline
Have I scheduled next steps for every deal?	Pipeline without next steps = dead weight
Which deals need technical support?	Make sure internal handoffs are well managed