

# PIPELINE CREATION & PREDICTABLE REVENUE GENERATION



	Identify & Establish	Multi Channel Awareness & Nurture	Tele Prospecting	Lead Mgmt. & System Connectivity	Analysis	ROI
Motions	Data analysis to identify targets Net New vs. up/cross sell prospecting approach	Drive relevant messaging across different channels with creating inquiries and nurture into warm lead status	L3 Inside Sales Rep driving Qualified Leads Pipeline Growth and Setting Appointments	Design intelligent hand-off process Options for system integration	Review leading and lagging indicators by region, team, product type, marketing message and touch	Determine performance baselines and projections during analysis
Metrics	Current revenue Growth % Lead value Opportunity value Win value	Response Rate Conversion Rate Clicked to Open Clicked Through Lead value Opportunity value Win value	Activity Metrics Lead, Opportunity and Win quantity	Successful leads transferred Sales Accepted Leads rate conversion	Waterfall Performance Baselines (contact/inquiry, lead, sales accepted lead (SAL) opportunity ad closed/win conversions) Lead value Opportunity value Win value	Attainment to goal
Results	Trackable book of business	Inquiries, leads, opportunities, and closed revenue.	Achieve at or above baseline performance when measured on pipeline and revenue impact.	Ensure optimal lead follow up.	Strategic recommendations (in program via monthly and quarterly reviews and post-program)	5-10x ROI