



FUNNEL SCORECARD®

Funnel ScoreCard® provides sales organizations a method to quickly and systematically identify the best opportunities to pursue. This program offers the framework to make fact-based decisions to optimize resource allocation and time management.

For those concerned with improving forecasting, strengthening funnel integrity, and directing resources toward the right sales objectives, a customized *Funnel ScoreCard*® helps assess opportunity potential. The final product will include objective evaluation criteria developed by recognizing and understanding key factors that impact the organization's ability to win. The scorecard is then validated by analyzing previous sales opportunities and, over time, is updated as needed. Working with a scorecard allows organizations a way to rank and prioritize opportunities to pursue, while highlighting the steps that will move them forward.

Funnel ScoreCard® eliminates guesswork and helps salespeople pinpoint where they stand with each opportunity in the funnel. Additionally, this program facilitates win/loss reviews when the scorecard is used to identify which criteria were met and what information remained unknown during the sales cycle. This allows organizations to recognize the contributing factors in a win or loss in order to apply best practices to future sales opportunities.

***Funnel ScoreCard*® may be the right solution if your company is trying to:**

- ▶ Recognize where to allocate limited resources for the greatest return.
- ▶ Assess available information about the sales opportunity.
- ▶ Identify critical next steps to progress through the sales cycle.
- ▶ Facilitate win/loss reviews that improve future sales actions.
- ▶ Improve forecast accuracy.

Who Should Attend

The *Funnel ScoreCard*® design session should include top-performing salespeople and sales management. When these individuals use the scorecard to determine why they win and begin using best practices, the scorecard becomes a credible tool in the eyes of the rest of the organization.

How Your Organization Will Benefit

Enable field salespeople to:

- ▶ Quickly score opportunities to determine how they should be prioritized when selling time is limited.
- ▶ Identify key pieces of unknown information to quickly move the opportunity through the funnel.
- ▶ Replicate the best practices of the top sellers in the organization.

Enable sales managers and senior leaders to:

- ▶ Make informed decisions on resource allocation when resources are limited.
- ▶ Guide salespeople to pursue the right opportunities.
- ▶ Easily identify coaching opportunities where key pieces of information are consistently missing.

Delivery Options

This program is a customized offering delivered via a live, on-site workshop. Duration is 1.5 days to design the *Funnel ScoreCard*® with the option to add half-day “application” sessions for the remaining sales force.

Related Offerings

Strategic Selling®

Comprehensive strategy for winning complex sales.

Conceptual Selling®

Communicate effectively to uncover and align with the customer’s buying process.

*Securing Strategic Appointments*SM

Research and plan to successfully secure time with key contacts.

*Large Account Management Process*SM (LAMP®)

Strategic planning for protecting and growing key accounts.

*Sales Access Manager*SM

Sales process integration with relationship management systems (CRM).

Strategic Selling® *Funnel Management*

Implementing customized funnel management.



About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.