

P3 Selling Pipeline Review

A P3 Selling Pipeline Review tells where to spend your time to ensure a steady, predictable stream of sales revenue. It's a process to help you define the priority of your selling activities and is detailed as follows.

1. Update Each Opportunity's Stage

- Use the "Defining the Buying-Decision Stage" table to update each of your opportunity's stage.
- Close, or move to the Prospect stage, all opportunities where the prospect has performed no meaningful action to move the buying Process forward within the past set timeframe.

2. Develop a List of Actions for All Opportunities

- Make a list of all the logical next-step actions to move each opportunity forward.
 - Refer to "Establishing Selling Objectives and Key Activities" table.
 - Include actions from any recent P3 Selling Deal Reviews.

3. Calculate Pipeline Needed versus Actuals

- Calculate an estimate of how much total pipeline revenue you need.

$$\begin{array}{c} \text{Sales Quota} \\ \text{or Target} \\ \text{(for a Particular} \\ \text{Period in Months)} \end{array} \times \frac{\begin{array}{c} \text{Average Sales} \\ \text{Cycle Length} \\ \text{(in Months)} \end{array}}{\begin{array}{c} \text{\# of Months} \\ \text{in the Period} \end{array}} \times \frac{1}{\begin{array}{c} \text{Average} \\ \text{Opportunity} \\ \text{Win Rate} \end{array}} = ?$$

- Add up the estimated value of all your current opportunities and compare that to what you need. Opportunities in the Prospect stage should always have a zero-dollar value. Make note of the gap.
- List additional activities required to address the gap by increasing your deal win-rate, through P3 Selling Deal Reviews, and increasing your pipeline's size, through more prospecting activity.

4. Prioritize All Your Activities into Categories as Follows

- All critical activities related to opportunities in the Purchase Decision stage.
- Prospecting for new opportunities to close any "Pipeline Needed versus Actuals" gap.
 - *Research & delivery*
- Activities that advance early-stage opportunities.
- P3 Selling Deal Reviews on all must-win opportunities.
- All other sales-related activities.

5. Calendarize Your Activity Categories in Blocks

- Block time in your calendar for each key company activity that isn't optional.
- Add other activities to your calendar in blocks, instead of individual actions, according to their order of priority. If they won't all fit, either move lower-priority activities to a later date or make a conscious decision not to do them.
- Time-intensive activities that must get completed by a specific date should be calendarized as a specific dedicated block of time.