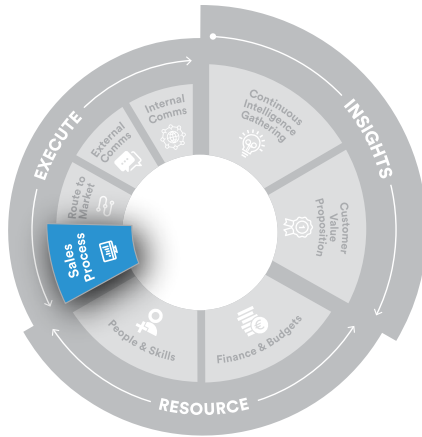


MASTERCLASS IN SALES PIPELINE MANAGEMENT

BUILDING A STRUCTURED, DIGITAL
APPROACH TO MANAGE SALES PROSPECTS
THROUGH THE BUYING JOURNEY



MASTERCLASS IN SALES PIPELINE MANAGEMENT



Increasing sales velocity is critical in a world of increasing uncertainty and change. Developing repeatable steps that maximise the time your sales team spend speaking with “highly-qualified” prospects and customers is your key advantage.

The Masterclass in Sales Pipeline Management will help you and your team build a structured, digital approach to maximise the conversion rates of international sales opportunities.

You will have the opportunity to learn and practice sales pipeline management skills, hear from peers and come away with practical tools to implement these in your business.

This masterclass is offered as an intense, interactive, 3-hour online session, so be prepared to engage to make the most of your time.

Enterprise Ireland has continuously supported clients with an 8-part framework covering all aspects of the sales and marketing process and this masterclass with signpost follow on options in other areas.

The masterclass may also be considered as a follow-on support to the Masterclass in Digital Lead Generation, providing you with a structured approach to convert new leads into sales.



Who should attend

The Masterclass is aimed at Enterprise Ireland clients looking to implement a structured sales pipeline management process to increase conversion rates of prospect sales.

Typical attendees are the company CEO and another Senior colleague. Typically, they will be responsible for the lead generation and sales pipeline. Other Senior sales team members will also be considered, as will key people leading other areas (e.g. Engineering) who need to understand this vital topic.

Please be aware that each masterclass is a small group and you will be carefully matched into virtual break-out sessions. This will require communication, teamwork and learning from each other.

Outcomes

After completing this virtual masterclass, you and your team will know:



How to diagnose the unique buying journey for your product, industry and business type.



How to profile your customer and all stakeholders in the purchase decision.



How to identify the needs and cross functional supports needed to qualify, nurture and close new business.



How digital marketing and marketing automation techniques are transforming lead management.



The considerations and steps in implementing a CRM system for your business.



How to build the norms and behaviours within your company for long term sales process excellence.

The Masterclass is delivered online and participants will receive a workbook containing tools and canvases for use during and after the Masterclass.

Optional 1 to 1 and further Enterprise Ireland support

The Masterclass in Sales Pipeline Management is part of Enterprise Ireland's wider supports for sales and marketing. Depending on your need, you may have the opportunity for a 1 to 1 engagement to embed the masterclass learnings in your company.

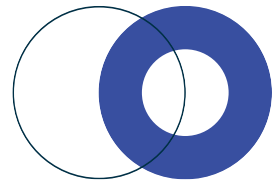
In addition, other Enterprise Ireland supports such as Excel @ Market Intelligence, in-depth eMarketing engagement, the Strategic Marketing Review (SMR), the Business Growth Advisor (BGA) or our longer-term International Selling Programme (delivered in conjunction with TUDublin) may be suitable follow on steps to the Masterclass.

Delivery partners - IMS Marketing



IMS Marketing are a strategic marketing partner for companies looking to research, enter or grow the markets for their products and services internationally.

The IMS team includes advisors who are experienced in supporting all stages of the export sales and marketing journey and have assisted clients in over 15 countries in the past three years.



Costs

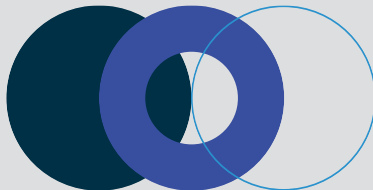
By participating in the pilot, Enterprise Ireland clients can avail of the online masterclass at no charge. Later workshops will have a standard pricing (€300 per client).

As we are limiting class size to encourage interaction, they will be oversubscribed. We do need to reserve the right to charge for late cancellations as Enterprise Ireland's aim is to embed these learnings into as many exporting companies as possible.

Dates, duration and how to apply

- Duration – 9:15am – 12.30
- Dates – Tuesday 18th May
Tuesday 22nd June
(with further dates to be announced)

To sign up for the programme click [here](#)



For more information

For more information, please contact:



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