



High-impact Pipeline Management™ Curriculum Overview

High-Impact Pipeline Management is a training program that provides frontline sales managers with proven skills, knowledge, and tools they need to drive bottom-line performance. Equip frontline sales managers to produce predictable and scalable revenue from their teams by using a comprehensive revenue operating system—integrating sales pipeline management, deal reviews, and coaching into a disciplined execution model.

Learn a complete framework for managing revenue and learn how to proactively identify pipeline risks, accelerate deal progression, and improve forecast accuracy.



Program benefits:

- Run effective sales pipeline reviews
- Improve sales forecast accuracy
- Identify risk earlier in the quarter
- Coach deals based on buyer behavior
- Drive consistent, predictable revenue performance



Best for:

- Experienced sales managers
- Newly promoted sales managers



Workshop length:

- One day onsite or three 2-hour VILT sessions

Busy customer success teams benefit from flexible delivery formats:



Virtual Instructor-Led Training

Our live online workshops are interactive and capped at small class sizes, with engaging facilitators and activities like video, chat, polls, exercises, breakouts, role plays, and group discussions.



Instructor-Led Training

All programs are based on SBI's proven curriculum and include participant workbooks, fieldwork, sales tools, and planners.



Digital Blended Learning

SBI's Collaborative Learning Experience (CLX) digital training platform is the answer for sales organizations that need engaging, scalable, and customizable training.

Customization:

SBI understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.



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Contact Us:

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Lesson 1

Pipeline Analysis

- Define the elements of a revenue management system
- Diagnose the health of your pipeline across five dimensions
- Create a plan to support predictable revenue



Lesson 2

Opportunity Reviews

- Identify the causes of a bloated pipeline
- Create buyer-based pipeline stage criteria
- Conduct effective opportunity review meetings



Lesson 3

Sales Forecast

- Establish shared accountability for the sales forecast
- Understand qualitative vs. quantitative forecasting
- Conduct effective forecast inspection meetings



Lesson 4

Opportunity Coaching

- Differentiate between opportunity coaching and skills coaching
- Apply the 3A's coaching mindset model
- Ask opportunity coaching questions to advance deals



Lesson 5

Revenue Operating Cadence

- Lead Quarterly Revenue Reviews
- Implement your Revenue Operating System
- Develop a revenue management cadence

WHY SBI?

Driven by insights and delivered from experience, SBI continues to help clients grow their revenue, margin and enterprise value in ways never before possible. Working with us, leaders can expect confidence and trust with experienced partners every step of the way. We engage and support our clients as an extension of their team, both guiding and working side-by-side to deliver relatable, practical strategies that work for today and tomorrow.

Connect with SBI today and talk to us about how we can help you on your growth journey.

Learn more: sbigrowth.com



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