

DRIVE WINNING SALES SUCCESS

# CREATE PIPELINE

## SALES ENABLEMENT PROGRAM

Leverage the best methodologies on the planet for creating the sales pipeline you need to consistently exceed sales targets. Learn everything you need to know from award winning leaders such as Tony Hughes – best selling author of COMBO Prospecting, global sales expert and LinkedIn's top sales blogger.

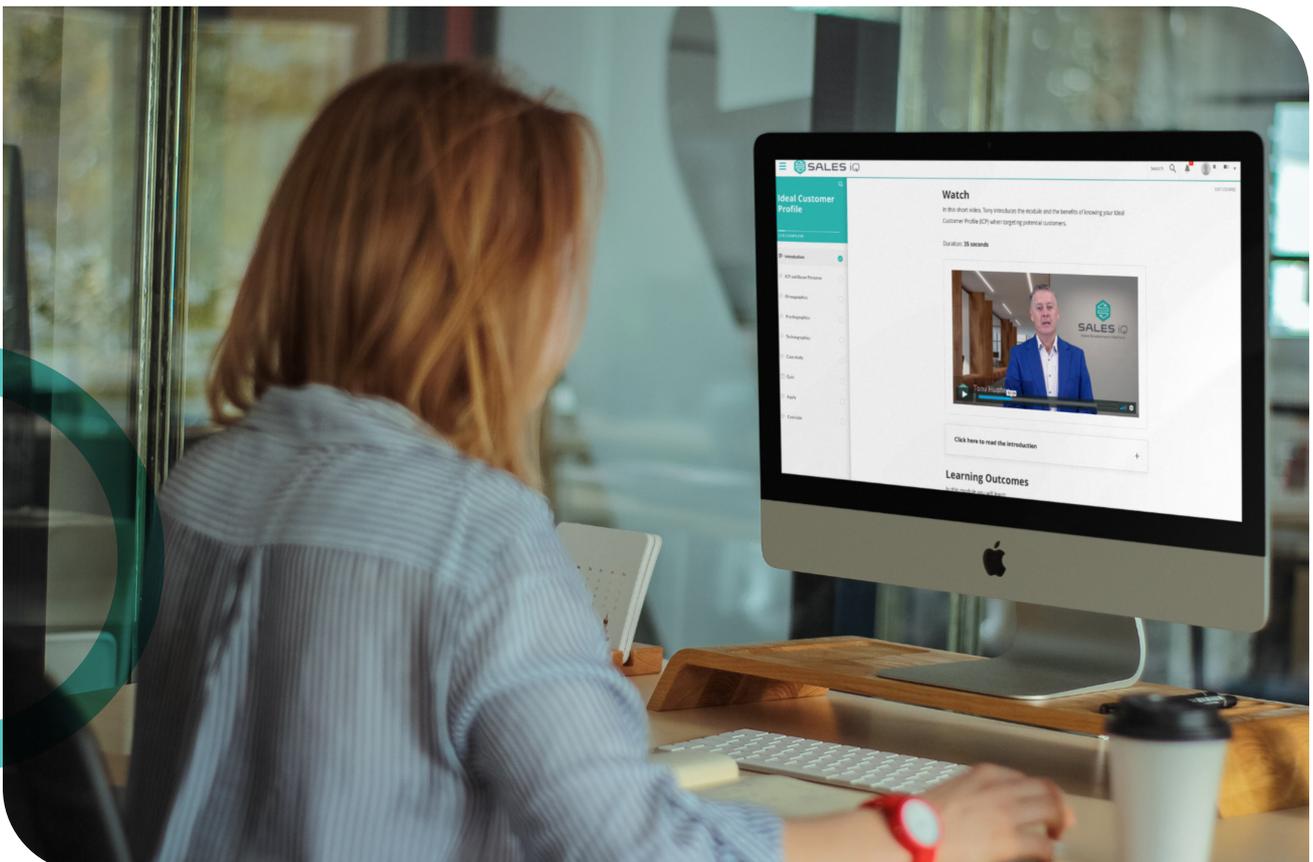
Be the very best you can be in self-generating the opportunities you need to thrive in competitive markets, and elevate every aspect of how you sell. Achieve positive change by combining proven methodologies with best practice e-learning, supported by a global network of partner coaches who make a difference.



**SALES iQ**  
Sales Enablement Platform

# Outcomes you will achieve

- Create consistent pipeline coverage with self-generated leads and opportunities.
- Increase win rates with proactive, elevated engagement to the c-suite and your target buyer personas.
- Improve sales efficiency and effectiveness with stronger return on sales investments.
- Elevate engagement with decision makers and shorten the sales cycle.
- Reduce cost per customer acquisition.
- Improve results from marketing spend.



“ In working with Sales IQ, we created more than \$1 million in qualified pipeline in 90 days with our team.

Brigid Archibald, MD Qualtrics APAC

# The How

Sales IQ is the world's leading sales enablement platform with proven methodologies and tools, best practice adult e-learning, and a global network of partners who provide coaching and consulting to effect positive change.

The Create Pipeline Growth Program, is delivered using a unique delivery model designed to transform sales results and help you be the best you can be.



DEVELOP SKILLS

GROW CAPABILITY

## LEARN THE WHY

## FIND THE HOW

## EMBED & GROW



### CONTENT AND METHODOLOGY TO HELP YOU CREATE PIPELINE

Your journey starts in the sales enablement platform, where you access best practice strategies, methodologies, process, tools, templates and frameworks for creating greater pipeline coverage. Using proven adult learning principles, uplift your knowledge, skills and ability through interactive content, practical examples and real-world case studies.



### APPLICATION OF THE TOOLS, TEMPLATES AND LEARNING

This is where your learning gets put into practice. At the end of each module, application activities help you implement best-practice templates and tools used by some of the world's highest performing sales teams, to apply the learning and create pipeline activity.



### COACHING TO CONTEXTUALIZE THE TOOLS AND LEARNING

Training on its own is not enough to change behavior long-term. Sustained change occurs when learning is tailored to your needs, and embedded through consistent application. Leveraging the sales enablement platform, coaching will enable you contextualize the learning and tools within local context and culture, to ensure transformed results and grow your pipeline.



**Within 2 weeks into the Create Pipeline program, our email to lead conversion increased from 7% to 12.5%**

Shaine Weislinger, Repurpose House

# What is delivered



## TARGET

The modules **Ideal Customer Profile** and **Buyer Personas** ensure the Sales Professional is investing their limited time and resources on organizations and potential buyers with the highest propensity to buy what they sell.

### MODULES

- Ideal Customer Profile
- Buyer Personas

### LIVE WEBINAR

- Target Your Buyers



## MINDSET

**Mindset for Success** and **Goal Setting** focus on the importance of a growth mindset and effective goal setting for self-motivation.

**Sales Success Plan** provides a foundational understanding of sales metrics and how to calculate the activity levels required to de-risk sales success.

### MODULES

- Mindset for Success
- Goal Setting
- Sales Success Plan

### LIVE WEBINAR

- Enable Your Success



## ELEVATE

**Buyer Expectations** focuses on understanding and meeting the expectations of potential buyers and how to structure and elevate conversations in order to create engagement with the right decision-makers.

**Value in the Eyes of the Buyer** shows how to align with how decision-makers and business leaders define business value and the importance of building a compelling business case for change.

**Personal Brand** challenges the Sales Professional to consciously create and strengthen a personal brand, in order to differentiate themselves from the competition and build trust with potential buyers.

### MODULES

- Buyer Expectations
- Value in the Eyes of the Buyer
- Personal Brand

### LIVE WEBINARS

- Elevate Your Engagement
- LinkedIn for Your Personal Brand



### MESSAGE

**Value Narrative** steps through how to create a baseline conversation to hook the interest of the potential buyer and earn a first meeting.

**Script Building** will take the Value Narrative and create scripts to enhance the speed and effectiveness of outbound activities.

**Cadence and Sequencing** provides research-based guidance on how and when to perform outbound activities.

#### MODULES

- Value Narrative
- Script Building
- Cadence and Sequencing

#### LIVE WEBINARS

- Break-through Messaging
- Questions to Create Progression



### PREPARE

**Trigger Events and Referrals** enables the Sales Professional to warm up their outbound activity by providing context for why they are engaging the potential buyer including a trusted common relationship.

**Build Target Lists** demonstrates how to compile a list of potential buyers and decision-makers to drive outbound activities.

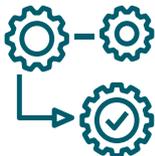
**Pragmatic Research** focuses on the minutes before the Sales Professional picks up the phone and calls their potential buyer to ensure they are maximizing the power of personalization.

#### MODULES

- Trigger Events and Referrals
- Build Target Lists
- Pragmatic Research

#### LIVE WEBINAR

- Prepare for Outbound



### EXECUTE

**COMBO Prospecting** accelerates breakthrough with potential buyers using the award-winning COMBO Prospecting methodology.

**Objections, Qualifications, and Discovery** ensures the Sales Professional is prepared to overcome objections and blend qualification and discovery for optimal buyer.

**Create Pipeline Completion** wraps up the program, bringing all the assets together in a playbook and provides your certificate.

#### MODULES

- Combo Prospecting
- Objections, Qualification, s & Discovery
- Create Pipeline Completion

#### LIVE WEBINAR

- Execute Outbound
- Blend Qualification & Discovery
- Celebrate Success

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# Meet your instructor

**Tony Hughes** has over thirty-five years of corporate and sales leadership experience, with record-breaking personal and team sales results. He has a positive track record and international experience as a winning CEO and Sales Director creating outstanding team culture and profitable growth.

An international speaker and best-selling author, Tony is the most read person on LinkedIn on the topic of B2B selling. He has more than 500,000 followers of his blogs and his most recent book, COMBO Prospecting, is published by the American Management Association and HarperCollins. Tony's first book, The Joshua Principle – Leadership Secrets of Selling, is a business best-seller and is in its 9th printing. Top Sales Magazine ranks Tony as the most influential person in Asia-Pacific for professional selling and he was subsequently invited to be a regular columnist for Top Sales Magazine.

Tony's best practice strategic sales methodologies have delivered hundreds of millions in sales and his frameworks modernize the way people sell in the age of empowered buyers.

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# Meet your coach

**Luigi Prestinenzi** is highly regarded within the Learning and Development Industry for leading sales transformation with some of the world's most respected companies.

Through his years in the industry, Luigi has built strong capability in sales with a focus on sales enablement and in 2013 founded Sales IQ to assist organisations build effective go to market strategies and sales development solutions.

Having led both B2B and B2C sales workforces utilising omni-channel acquisition, Luigi has coached, managed and motivated hundreds of sales professionals to achieve outstanding results.

# Investment for success

**\$1,500 USD\***  
per person

## What's included:

- Sales Enablement e-Learning platform
- Customer Profile Templates
- Buyer Persona Templates
- Email Building Templates
- Objection Handling Template
- Phone Scripts
- Case Studies
- Exclusive Webinars
- Podcasts
- Monthly Virtual Coaching Sessions

## Technology and SaaS Company Mid Market Enterprise Business

### Value Narrative – CSO/SVP

I'VE GOT SOME IDEAS ON HOW YOU CAN...	AND IN A WAY THAT...	IF MORE INFORMATION REQUIRED...
Motivate and enable your sales team to create more pipeline/acquire net new opportunities through targeted outreach strategies	Provides you with more pipeline coverage	
Improve lead conversion on inbound leads	Gives you more from your current marketing spend and decrease your overall CPA	
Grow market share / Create net new opportunities	Doesn't rely on marketing to spend huge coin to drive inbound leads	

My engagement narrative is for: CSO / SVP for Mid Market Tech Firm looking to scale

### SALES IQ Direct to Enterprise Channel Plan

**ANNUAL SALES TARGET** **\$1,500,000**  
Per financial year

**OPPORTUNITIES** **43**  
Required to achieve sales target

**PER WEEK**

- 131 PROPOSALS SENT**
  - Ratio of proposals to opportunities seen: 37%
  - Proposals sent required: > 10 per annum > 11 per month > 3 per week
- 397 INITIAL MEETINGS WITH DECISION-MAKERS**
  - Ratio of initial meetings to qualified opportunities: 37%
  - Initial meetings required: > 367 per annum > 34 per month > 8 per week
- 2,647 OUTBOUND SEQUENCES/COMBOS TO ACHIEVE TARGET**
  - Ratio of outbound sequences to initial meetings booked: 66%
  - Outbound sequences required: > 2647 per annum > 271 per month > 52 per week
- 10,588 OUTBOUND SEQUENCES/COMBOS TO DE-RISK SUCCESS**
  - CPM Inc directive to maintain 4x qualified pipeline coverage
  - Outbound sequences required: > 10,588 per annum > 884 per month > 208 per week

**TIME BLOCKS**

- All COMBOs / sequences with 3-4 touches in 120 minutes
- 5 x 90-minute time blocks required per week

**Avg TIME TO CLOSE OPPORTUNITY**

- 2 Months

\*Annual contract

#BETHEBESTYOU CAN BE

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