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Sales pipeline cheatsheet

Here are the stages of a sales pipeline. You can add and modify stages according to your business and industry.

Stage 1: Lead generation

- **Channels**: Paid/non-paid social media, online searches, cold outreach, and inbound marketing.
- **Pro-tip**: Create content specifically for your Ideal Customer Profile (ICP) to see the best results.

Stage 2: Lead qualification

- **Methods**: BANT (Budget, Authority, Need, Timeline), Lead scoring based on demographics and activities performed by the lead.
- **Pro-tip**: Ask questions like: Can we solve their pain points? Are they a good fit?

Stage 3: Initiate contact

- **Actions**: Craft communication for cold and warm outreach across channels like email or call.
- **Pro-tip**: Consider the lead source (inbound/outbound). Cold leads will need more nurturing.

Stage 4: Schedule meeting/demo

- **Actions**: Understand the prospect's pain points and showcase how your product can solve them. Have a product expert or solution engineer on the call.
- **Pro-tip**: Don't be focused on product features or selling your product. Focus on solving the prospect's problem.

Stage 5: Negotiation

- **Actions**: Discuss price, timeline, onboarding, scope of services, etc.
- **Pro-tip**: Prepare a list of potential objections a prospect might have

Stage 6: Closing the deal

- **Key points**: Answer any questions or legalities. Prep the paperwork.
- **Pro-tip**: Don't dismiss a lead that doesn't close. Mark them for nurture campaigns.

Experience Faster Time to Value

- Identify stages: List your prospects and slot them into the correct stages.
- Assign activities: Specific actions for each stage = more efficient sales team.
- Sales cycle length: How long does your process take? Rethink stages that take more time.
- Ideal pipeline: Work backward from sales goals to know how many deals to pursue.
- Remove stagnancy: Old deals clog the pipeline. Monitor and close or drop.
- Track metrics: Always stay on top of pipeline health to meet targets.