



Achieving radical and sustainable improvement in top line performance

How to Master the Three Hurdles of Funnel Management



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When a new sales management executive takes charge, their first responsibility is to understand what is going on within the sales organization and where the problems lie. Our work with clients in evaluating hundreds of funnels has revealed a repeatable pattern of sales engine productivity challenges that can be divided into three groups.

1. Finding and creating opportunities.

Have we targeted and identified the right suspects in our territory/market and do we have a sufficient number of leads that are committed and willing to engage with us?

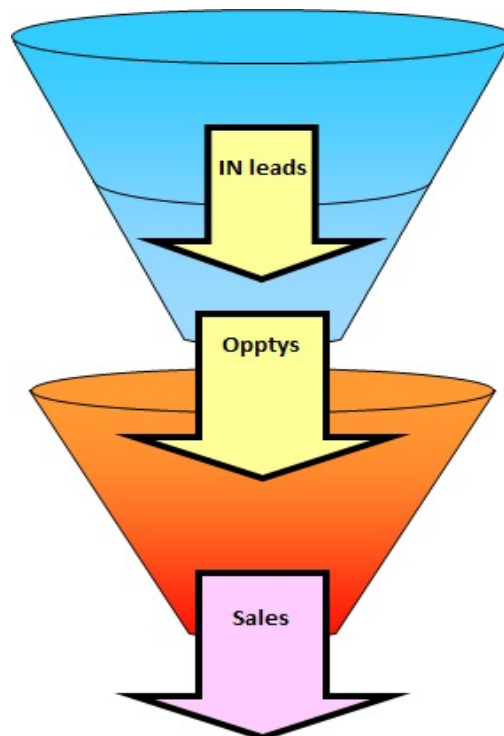
2. Making the business case.

Does the sales team have a thorough understanding of the business problem we are attempting to solve and the relevant solution set in our portfolio of services?

Is our solution a must have and does it have compelling and quantified value to cause the prospect to say, "Yes, I must solve this problem with your class of solution."

3. Winning the competitive battle.

This final hurdle requires that the sales team demonstrate the ability to achieve positive differentiation among strategic competitors in creating what we refer to as competitive advantage, always described in the customers terms and vocabulary.



So What?

Understanding these three hurdles of productivity is the best way for a sales management exec to understand where and how they can provide coaching to increase sales productivity. Understanding what is the biggest hurdle and what sales leaders we need to focus on is the most effective way to get the most out of your sales engine.

Keep in mind that when all three hurdles are managed, the results will impact the four dimensions of your funnel, namely:

- deal volume,
- deal size,
- hit rate,
- and sales cycle.

In the end, understanding the three hurdles of sales productivity, will help you run your business more efficiently and enable your sales teams to answer the following.

- What have I learned about the inputs and outputs of my funnel?
- Am I track?
- Do I have enough active deals?
- How do I compare to others?
- What is my biggest hurdle?
- What lever is the easiest route to increase my productivity?

We would welcome an e-mail if you are in need of some help with this. You can reach us at kappainfo@kappaeast.com.

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