

Salesforce Training

Improve your Team's Conversion ratios by understanding the required activity to meet and exceed your organization's sales targets.

Without a doubt, one of the most poorly understood, and poorly managed aspects of almost all sales teams is the ability to provide an accurate forecast. The Salesforce Forecast Model is designed to accomplish one objective, improve all of your conversion ratios by giving your team a better awareness of each stage of the sales cycle and the probability of moving the opportunity into the next phase.

The Salesforce Forecasting Model ensures that your sales team has a clearly defined set of criteria for:

- Evaluating where a prospect is in the sales process
- Defining an opportunity versus a prospect
- Building an activity plan that starts with dials per day based on their income goals
- Recognizing how many appointments are needed to generate a single prospect
- Avoiding spending too much of their time chasing bad prospects

With the Salesforce Forecasting Model, ingrained into your company's reporting systems, you'll know where your reps stand at each step in the sales process, and what they're likely to close at the end of each reporting period. They will spend more time with worthwhile prospects, while minimizing or eliminating time spent on fringe prospects or low probability opportunities. By maintaining the right set of activities, your team will move more prospects into the "true" 90% closed category, and from there, to the closing stage.