

Workshop Agenda



8:00am

Continental Breakfast & Welcome

8:30

Introduction to **Monday Morning Rollups™** (The Weekly Sales Funnel Review)

- Objectives of the weekly rollup/sales funnel review
- Why rollups are often ineffective, or only marginally effective, in terms of increasing close ratios, marketshare, and reducing sales cycle time
- 5-step rollup process overview - with and without a CRM program
- Choosing your time and venue
- The secret to keeping your rollups brief and highly effective

9:30

Customizing the **5-Step Rollup Process** for your sales team

- Determining the best funnel structure for your selling environment
- Establishing criteria for each funnel level
- Addressing customer retention and revenue growth in the funnel design
- Matching funnel content and flow to revenue goals
- Placement and timing of “key events” within the sales cycle
- A management tool for measuring sales momentum and close probability

10:00

Break (refreshments provided)

10:15

Customizing the **5-Step Rollup Process** for your sales team (continued)

12:00pm

Lunch (on your own)

12:45

Using the Rollup Process to **Prevent, Identify, and Correct Lost Sales Patterns**

- Definition of a “Lost Sales Pattern” (LSP)
- The most common LSPs
- Drilling down – knowing where to look and what to ask during the rollup
- Coaching during and after the rollup to correct LSPs and other performance issues

2:15

Break (refreshments provided)

2:30

Testing **Your Re-Designed Rollup Process**

- Case study review
- Analyzing completed sales cycles for LSPs
- Final rollup role-play exercise

4:45

Presentation of Course Certificate & Adjourn



Smarter Ways To Sell

800.416.7578

www.skipnormand.com