Sales Pipeline/Funnel Management Template User Guide

Sales Funnel/Pipeline Management Template

This Excel-based template is a comprehensive application for Sales Funnel/Pipeline management. The sales pipeline management system provides analysis by Sales Region, Sales Executive, Lead Source, Pipeline Stage and Market Sector. The analysis is available in both tabular and chart forms. The Excel template is totally customizable, uses only standard Excel features and contains no macros.
SALES PIPELINE/FUNNEL MANAGEMENT TEMPLATE USER GUIDE

Sales Funnel/Pipeline Management Template

INTRODUCTION
This Excel-based spreadsheet template is a comprehensive system for Sales Funnel/Pipeline management.

The sales Funnel/Pipeline management template provides a detailed analysis of the sales funnel / sales pipeline by:

- Sales Region,
- Sales Executive,
- Lead Source,
- Pipeline Stage and
- Market Sector.

The analysis is available in both tabular and chart forms.

The highly flexible Excel template allows the user to set up flexible tables to define sales regions, sales executives, lead sources, pipeline stages and associated probability of closing, and market sectors.

Entering new sales opportunities in the sales funnel / sales pipeline is then made "quick and easy" by selecting the table entry from a dropdown list. This approach also eliminates typing errors in inserting any of these parameters. There is no limit to the number of Sales Regions, Sales Executives, etc. that can be used.

The funnel / pipeline net value of each opportunity is calculated based on the funnel / pipeline stage and associated probability of closing an opportunity in that stage of the funnel / pipeline.

This template uses Excel 2007 features and is NOT compatible with earlier versions of Excel.

This template is one of three companion templates.

1. The Sales Pipeline Funnel Planner & Calculator identified the level of new business leads/opportunities required to achieve the sales revenue budget. (Excel 2003)
2. The Sales Leads Generation Plan and Budget template develops a plan and budget to generate the necessary leads by different marketing sources or categories, i.e. trade show, telemarketing, etc. (Excel 2003)

3. The Sales Pipeline / Sales Funnel Management template provides a comprehensive pipeline management system for all new and current opportunities as they progress through the sales funnel / sales pipeline. (Excel 2007).
USER INSTRUCTIONS

Setup

A number of basic parameters must be set up prior to using the template to enter and update sales pipeline leads/opportunities.

![Pipeline Setup Parameters Table]

These parameters (see Figure 1 above) are:

- Sales Regions
- Sales Executives
- Product Groups
- Market Sectors
- Lead Sources
- Pipeline stages and associated probability of closing.

If a particular parameter is not set up, pipeline analysis will not be available under that heading.

To commence the setup, go to worksheet “Pipeline Data” and enter/edit each of the parameters starting in cell U11. Each parameter can have an unlimited number of entries.

Each entry is validated against those already entered and duplicates are not allowed, i.e. one cannot enter the same Sales Region twice.

**Note** “Pipeline Stages”, and associated probabilities, should follow the normal pipeline flow sequence and be numbered 1, 2, 3, etc. as per the example in figure 1 above.
Enter & Update Sales Pipeline Opportunities

New Sales Opportunities are entered and existing Opportunities are updated as they progress through the sales pipeline/funnel.

<table>
<thead>
<tr>
<th>Opportunity Description</th>
<th>Sales Region</th>
<th>Sales Executive</th>
<th>Product Group</th>
<th>Market Sector</th>
<th>Lead Source</th>
<th>Gross Value</th>
<th>Projected Close Date</th>
<th>Current Pipeline Stage</th>
<th>Probability of Close</th>
<th>Weighted Net Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of this &amp; that</td>
<td>West</td>
<td>Joe Doe</td>
<td>Services</td>
<td>Financials</td>
<td>Webinar</td>
<td>200,000</td>
<td>Jun-2011</td>
<td>7, Negotiating</td>
<td>65%</td>
<td>130,000</td>
</tr>
<tr>
<td>Dept of Energy</td>
<td>South East</td>
<td>Jill Somebody</td>
<td>Professional</td>
<td>Government</td>
<td>Referral Staff</td>
<td>500,000</td>
<td>Jul-2011</td>
<td>4, Shortlisted</td>
<td>50%</td>
<td>250,000</td>
</tr>
<tr>
<td>Hi-Tech Inc</td>
<td>North West</td>
<td>Tom Thumb</td>
<td>Industrial</td>
<td>Technology</td>
<td>eMail Campaign</td>
<td>350,000</td>
<td>Oct-2011</td>
<td>4, Good Fit</td>
<td>25%</td>
<td>87,500</td>
</tr>
<tr>
<td>Big Pharma Inc</td>
<td>Europe</td>
<td>Michael Mouse</td>
<td>Industrial</td>
<td>Healthcare</td>
<td>Telemarketing</td>
<td>100,000</td>
<td>Jun-11</td>
<td>7, Negotiating</td>
<td>65%</td>
<td>65,000</td>
</tr>
<tr>
<td>Dept of Defence</td>
<td>South East</td>
<td>Jill Somebody</td>
<td>Services</td>
<td>Government</td>
<td>Referral Customer</td>
<td>450,000</td>
<td>Dec-11</td>
<td>3, Opportunity</td>
<td>15%</td>
<td>67,500</td>
</tr>
<tr>
<td>High Flyers Ltd</td>
<td>Europe</td>
<td>Michael Mouse</td>
<td>Professional</td>
<td>Transport</td>
<td>Website</td>
<td>100,000</td>
<td>Jun-11</td>
<td>7, Negotiating</td>
<td>65%</td>
<td>65,000</td>
</tr>
<tr>
<td>ABC Biotech</td>
<td>North West</td>
<td>Tom Thumb</td>
<td>Industrial</td>
<td>Healthcare</td>
<td>Advertising</td>
<td>65,000</td>
<td>May-11</td>
<td>8, Verbal approval</td>
<td>80%</td>
<td>44,000</td>
</tr>
<tr>
<td>A N Other Bank</td>
<td>South East</td>
<td>Joe Doe</td>
<td>Services</td>
<td>Financials</td>
<td>Trade Show</td>
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<td>Feb-12</td>
<td>2, Qualified Lead</td>
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<td>35,000</td>
</tr>
<tr>
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<td>Mid-West</td>
<td>Jill Somebody</td>
<td>Industrial</td>
<td>FMCG</td>
<td>eMail Campaign</td>
<td>150,000</td>
<td>Aug-11</td>
<td>5, Proposal</td>
<td>35%</td>
<td>52,500</td>
</tr>
<tr>
<td>High Street Savings Bk</td>
<td>South East</td>
<td>Michael Mouse</td>
<td>Services</td>
<td>Financials</td>
<td>Webinar</td>
<td>85,000</td>
<td>Aug-11</td>
<td>7, Negotiating</td>
<td>65%</td>
<td>55,250</td>
</tr>
</tbody>
</table>

**Figure 2 Pipeline Input Data Table**

Go to the “Pipeline Data” worksheet.

The Pipeline data input table (see figure 2 above) commences in cell B10 and can have an unlimited number of entries.

**ENTERING NEW OPPORTUNITIES**

For each new opportunity enter the following:

**Opportunity Description:** This is a free format text field and a recognisable description should be entered.

**Sales Region:** The relevant “Sales Region” should be selected from the dropdown list of valid Sales Regions. Any new Sales Region should entered via the Setup table as described in page 3 above.

**Sales Executive:** The relevant “Sales Executive” should be selected from the dropdown list of valid Sales Executives. Any new Sales Executive should be entered via the Setup table as described in page 3 above.

**Product Group:** The relevant “Product Group” should be selected from the dropdown list of valid Product Groups. Any new Product Group should be entered via the Setup table as described in page 3 above.

**Lead Source:** The relevant “Lead Source” should be selected from the dropdown list of valid Lead Sources. Any new Lead Source should be entered via the Setup table as described in page 3 above.
**Market Sector:** The relevant “Market Sector” should be selected from the dropdown list of valid Market Sectors. Any new Market Sector should be entered via the Setup table as described in page 3 above.

**Gross Value:** The estimated Gross Value of the opportunity should be entered as a whole positive number.

**Projected Close Date:** Enter the estimated close date for this opportunity. It should be entered in MM/YYYY format; e.g. 09/2011

**Current Pipeline Stage:** The relevant “Current Pipeline Stage” should be selected from the dropdown list of valid Pipeline Stages. Any changes to the Pipeline Stages or their associated probabilities should be entered via the Setup table as described in page 3 above. **However,** such changes may effect the existing entries in the Active Sales Pipeline.

**Probability of Close:** This field is calculated based on the Pipeline Stage selected. **This cell should NOT be edited.**

**Weighted Net Value:** This field is calculated by multiplying the Gross Value by the Probability of Closing the opportunity; which in turn is based on the Pipeline Stage selected. **This cell should NOT be edited.**

**UPDATING EXISTING OPPORTUNITIES**

To update an existing opportunity the relevant Opportunity should be selected and the chosen fields can be updated, typically such updates would involve updating the estimated **Gross Value** of **Projected Close Date** and the **Pipeline Stage** as the Opportunity is progressed through the Sale Pipeline/Funnel. However, any of the field can be updated, e.g. responsible **Sales Executive** changed.

As for New Opportunities, the **Probability of Close and Weighted Net Value should not be edited.**

**CLOSING & DELETING EXISTING OPPORTUNITIES**

All Opportunities have a specific Lifecycle that results in a Sales Win, Sales Loss or a decision to Qualifying Out.

At the end of the end of the Opportunity Lifecycle the Opportunity should be removed from the Active Pipeline.

To remove an Opportunity the following procedure should be followed:

1. Right mouse click on any field in the Opportunity to be removed.
2. Select “Delete” from the right mouse button menu
3. Select “Table Rows” from the Delete submenu.
RESFRESHING DATA

Once the Sales Pipeline data has been edited it is important to “Refresh” the data to update all the Analysis Tables/Reports and Charts.

To Refresh the data the following procedure should be followed:

- Select the Excel “Data” ribbon.
- Choose the “Refresh All” option.
Analysis

The Sales Pipeline/Funnel template provides a comprehensive range of analysis outputs to facilitate detailed Pipeline management.

The reports generated include:

- Pipeline by Sales Region and Sales Executive within each Region
- Pipeline by Sales Executive and Sales Opportunities managed by each Sales Executive
- Pipeline by Pipeline Stage and Sales Executive within each Stage
- Pipeline by Lead Source
- Pipeline by Market Sector and Sales Region within each Market Sector.

The Charts created include:

- Bar chart of Pipeline by Sales Region and Pipeline Stage within each Region
- Pie chart of Pipeline by Pipeline Stage
- Pie chart of Pipeline by Lead Source.

**PIPELINE BY SALES REGION AND SALES EXECUTIVE WITHIN EACH REGION**

![Filter Options](Image)

The Regional analysis, as depicted in figure 3 above, by default includes all Regions and Months. The Filter Options highlighted allow the report to be filtered to include only specific Regions or Months.

![Figure 3 Sales Region/Sales executive](Image)
Within each Region a full analysis is provided for each Sales Executive active within the Region. Using the Expand/Collapse option highlighted allows the user to show all the details or to show only Regional totals. The Expand/Collapse option shows a “-“ where the details can be collapsed to show the Regional data summarized and a “+” where the Region total can be expanded to show the Sales Executives details.

**PIPELINE BY SALES EXECUTIVE AND SALES OPPORTUNITIES MANAGED BY EACH SALES EXECUTIVE**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jill Somebody</td>
<td>250,000</td>
<td>52,500</td>
<td>67,500</td>
<td>30,500</td>
<td>370,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Company Inc</td>
<td>52,500</td>
<td>52,500</td>
<td>52,500</td>
<td>52,500</td>
<td>52,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dept of Defence</td>
<td>67,500</td>
<td>67,500</td>
<td>67,500</td>
<td>67,500</td>
<td>67,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dept of Energy</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joe Doe</td>
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<td>35,000</td>
<td>165,000</td>
<td>165,000</td>
<td>165,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A N Other Bank</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank of This &amp; That</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td>35,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michael Mouse</td>
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<td>55,250</td>
<td>185,250</td>
<td>185,250</td>
<td>185,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Pharma Inc</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Flyers Ltd</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td>65,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Street Savings Bank</td>
<td>55,250</td>
<td>55,250</td>
<td>55,250</td>
<td>55,250</td>
<td>55,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tom Thumb</td>
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<td>87,500</td>
<td>131,500</td>
<td>131,500</td>
<td>131,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC Biotech</td>
<td>44,000</td>
<td>44,000</td>
<td>44,000</td>
<td>44,000</td>
<td>44,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hi-Tech Inc</td>
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<td>87,500</td>
<td>87,500</td>
<td>87,500</td>
<td>87,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
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<td>260,000</td>
<td>250,000</td>
<td>107,750</td>
<td>87,500</td>
<td>67,500</td>
<td>35,000</td>
<td>851,750</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 4 Sales Executive/Opportunity**

**Expand/Collapse**

The analysis by Sales Executive, as depicted in figure 4 above, by default includes all Sales Executives and Months. The Filter Options highlighted allow the report to be filtered to include only specific Sales Executives or Months.

Within each Sales Executive details a full analysis is provided for each Sales Opportunity. Using the Expand/Collapse option highlighted allows the user to show all the opportunity details or to show only Sales Executive totals. The Expand/Collapse option shows a “-“ where the details can be collapsed to show the Sales Executive data summarized and a “+” where the Sales Executive total can be expanded to show the Sales Opportunities details.
PIPELINE BY PIPELINE STAGE AND SALES EXECUTIVE WITHIN EACH STAGE

The analysis by Pipeline Stage, as depicted in figure 5 above, by default includes all Pipeline Stages and Months. The Filter Options highlighted allow the report to be filtered to include only specific Pipeline Stages or Months.

Within each Pipeline Stage a full analysis is provided for each Sales Executive. Using the Expand/Collapse option highlighted allows the user to show all the details or to show only Pipeline Stage totals. The Expand/Collapse option shows a “-” where the details can be collapsed to show the Pipeline Stage data summarized and a “+” where the Pipeline Stage total can be expanded to show the Sales Executives details.
PIPPNEWLE SOURCE

The analysis by Lead Source, as depicted in figure 6 above, by default includes all Lead Sources and Months. The Filter Options highlighted allow the report to be filtered to include only specific Lead Sources or Months.

PIEPIPELINE BY MARKET SECTOR AND SALES REGION

The analysis by Market Sector/Region, as depicted in figure 7 above, by default includes all Market Sectors/Regions and Months. The Filter Options highlighted allow the report to be filtered to include only specific Market Sectors/Regions or Months.
The analysis by Market Sector, as depicted in figure 7 above, by default includes all Market Sectors and Months. The Filter Options highlighted allow the report to be filtered to include only specific Market Sectors or Months.

Within each Market Sector a full analysis is provided for each Sales Region. Using the Expand/Collapse option highlighted allows the user to show all the details or to show only Market Sector totals. The Expand/Collapse option shows a “-“ where the details can be collapsed to show the Market Sector data summarized and a “+” where the Market Sector total can be expanded to show the Sales Regions details.

**BAR CHART OF PIPELINE BY SALES REGION AND PIPELINE STAGE WITHIN EACH REGION**

![Pipeline by Region by Stage](chart)

**Figure 8 Sales Regions/Pipeline Stage**

The stacked bar chart shows the Pipeline by Region. The bars corresponding to each Region are further analyzed by Pipeline Stage, e.g. South East Region in figure 8 above.

The net values of the Pipeline by Region by Stage are depicted in the legend table below the bar chart.
PIE CHART OF PIPELINE BY PIPELINE STAGE

The Pie chart, as depicted in figure 9 above, shows the breakdown of the Pipeline Net Value by Stage.

The actual values are shown on each segment of the pie chart.
PIE CHART OF PIPELINE BY LEAD SOURCE.

The Pie chart, as depicted in figure 10 above, shows the breakdown of the Pipeline Net Value by Lead Source as a percentage of the total Pipeline Net Value.
Customization and Enhancement

The template uses only standard features of Excel 2007 and is fully customizable. The template does not use any macros.

The main features used are:

- Table option for Setup and Data Input.
- Data Validation for Setup and Data Input
- Pivot Tables and Pivot Charts for the analysis.

Each of the tables used for the Pipeline Parameters such as Sales Region, Sales Executive, etc. can have any unlimited number of entries in the current template without any customization.

An unlimited number of sales opportunity entries can be made in the template's current form without any customization.

Validation procedures identify and prevent duplicate entries for the Pipeline Parameters. For Data Input the validation procedures ensure that only valid parameters are entered by selecting them from the appropriate dropdown list.

The analysis uses standard Pivot Tables and Pivot Charts and can be modified by any user familiar with these Excel 2007 features.

Additional analysis reports and charts can be developed by creating new reports or charts using standard Excel 2007 Pivot Tables and Pivot Charts features.