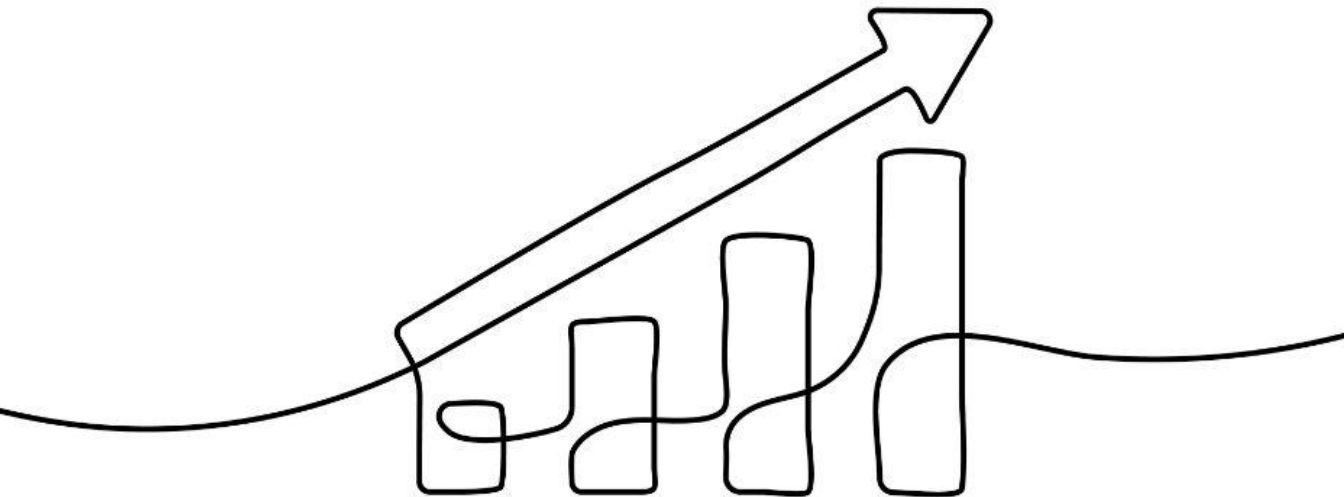




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# 8 simple steps for doubling your sales pipeline:



**Chris Averill**  
Northford.co.uk





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# 1. Know your targets

- How much pipeline generation do you need each month?
- What is the gap in your current pipeline?
- Where are your sales currently coming from?



**Chris Averill**  
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## 2. Move from organic to predictable growth

- Have resources 100% dedicated to sales
- Give it time, it takes months or years to move from founder selling to team selling
- Split inbound and outbound sales development teams

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# 3. Don't expect new sales execs to bring in new clients

- Very few have black books that work
- Educate and train your sales teams on what you do
- Invest in them with the tools and databases they need to win new work

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# 4. Focus on results not activities, track:

- Qualified calls per week not total calls
- Qualified opportunities per month not meetings
- Time from first contact to won opportunity

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## 5. Be systematic

- Set up a sales process and stick to it
- Everything from hiring, training to business development needs to be process driven
- Hope is not a strategy
- Plan, execute, learn and adapt

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## 6. Manage data religiously

- Set up a CRM and train each sales execs on it
- Only remunerate sales execs if / when they have updated the CRM
- Everyone in sales has to update the CRM daily

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# 7. Treat your sales execs as equals

- Invest in training, kit and support
- Sales execs are just as important and knowledgeable in their field as any of your other colleagues
- Ensure you have a sales training program for new sales execs

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# 8. Define your ideal client profile

- Know who you are targeting and stay focused
- Evolve the ICP only if it's not working or it runs dry
- Your proposition should fit with your ICP
- Less is more, be very specific

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# Successful sales led businesses:

- Know who they are selling to
- Support sales execs with data and tools
- Measure results not activities
- Do not rely on the founder to bring in new business
- Are systematic about their sales process
- Manage their CRM religiously
- Treat sales execs as equals

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