



## **PURSUING PROSPECTS THAT ARE WORTH YOUR TIME**

It's easy for your sales professionals to get trapped into thinking that the one, or two, highest-dollar opportunities sitting in their funnel right now can get them over their quota. And since as a sales professional, they're constantly constrained with limited time and resources, it's possible that their stubborn focus to chase those "pet deals" is distracting them from other opportunities that might prove to be more profitable for them and your company.

### **Gain Some Perspective**

Sometimes, when they're so close to an opportunity, they become nearsighted and fail to view their funnel in its entirety. In your next deal review session with your sales manager or sales team, get their insights and perspective on their funnel. Discussing the opportunities sitting in their funnel with the group creates a synergy that can identify critical next steps, help prioritize selling actions, and may produce new ideas where they can direct their efforts to accelerate those sales to close.

### **Apply a Systematic Approach**

Working with a funnel scorecard allows you to objectively rank and prioritize the opportunities your sales team is pursuing. Using a scorecard eliminates guesswork and helps pinpoint where they stand with each opportunity in relation to your established customer criteria. Once priorities are set, it is much easier to decide how much time you should spend on each priority.

There is never enough selling time. It's ok for sales professionals to set their sights on the high-dollar opportunity, but not to the detriment of the other prospects in their funnel that may be worth more than what they seem.

Suncoast Partners International brings science to the art of selling. We help SMB organizations develop the strategy, implement a practical process, and build sales skills to rise to the top of your game, hit your numbers and make quota. We help sales organizations drive revenue, predictability, operational efficiency, and superior performance. Learn more about how we can help at [www.suncoast-partners.com](http://www.suncoast-partners.com)