



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 22 February 2026 To 26 February 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

The "Sales Pipeline and Funnel Management" course is designed to provide sales professionals with the knowledge and tools necessary to effectively manage and optimize their sales funnels. This comprehensive 5-day course will cover critical aspects of pipeline management, equipping participants with strategies to convert leads into successful sales. Attendees will gain insights into analyzing funnel performance, adjusting strategies, and maximizing conversion rates.

Objectives

- Understand the fundamentals of sales pipeline and funnel management.
- Learn how to build and maintain an effective sales pipeline.
- Develop skills to analyze and optimize sales funnels for better conversion rates.
- Gain techniques for identifying potential bottlenecks in sales processes.
- Explore tools and technologies to support pipeline and funnel management.

Course Outlines

Day 1: Introduction to Sales Pipeline and Funnel Concepts

- Definition and importance of sales pipelines and funnels.
- Key components of a sales pipeline.
- Stages of the sales funnel and their significance.
- Differences between B2B and B2C sales funnels.
- Common challenges in pipeline management.

Day 2: Building and Structuring a Sales Pipeline

- Identifying and qualifying leads.
- Creating a structured sales process.
- Designing an effective lead nurturing strategy.
- Utilizing CRM tools to manage the pipeline.
- Setting and tracking pipeline metrics.

Day 3: Optimizing the Sales Funnel for Conversion

- Analyzing funnel data to improve conversion rates.
- Techniques for moving leads through the funnel.
- Improving customer engagement and retention.
- Addressing and overcoming objections.
- Implementing feedback loops for continuous improvement.

Day 4: Identifying and Mitigating Sales Process Bottlenecks

- Recognizing signs of bottlenecks in the sales process.
- Strategies for addressing common bottlenecks.
- Leveraging team collaboration to clear blockages.
- Prioritizing tasks and managing time effectively.
- Case studies on successful bottleneck mitigation.

Day 5: Tools and Technologies for Pipeline Management

- Review of CRM and pipeline management software.
- Integrating automation tools into the sales process.
- Leveraging data analytics for sales insights.
- Exploring AI and machine learning applications in sales.
- Future trends in sales pipeline management.