



# Prospect Pipeline

**The Prospect Pool**

- Defined by the MAP<sup>SM</sup>
- Short-Term Plans determine monthly priorities

**Phase 1: Lead Generation**  
(Prospector)

Yellow Leads = 18 to 24 Months

- Basic Yellow
- Yellow
- Blue
- Red

**Phase 2: Lead Qualification**  
(Technical Expert)

- Educate or Find Pain
- Answer Eight Key Questions
- Blue Leads = 12 to 18 Months

- Blue
- Red

**RFP Date Indication**

**Phase 3: Sales Pitch**  
(Team and Closer)

- Red Leads = 0 to 12 Months
- Red Leads Convert

**Phase 4: Post Sales Activity**

- Survey / Debrief
- New Customer = Project Start-Up

## Phase 1: Lead Generation

It's a fancy word addressing the critical question; how do we generate leads?

In **Phase 1**, the Prospector gets a clear assignment and focuses on filling the customer pipeline.

They go out and identify **Yellow** leads; prospects that say they will be doing something in the near future. They may not be know what they are going to do, but we identify them **early** to begin the relationship building process.

Implementation of the **Marketing Action Plan (MAP)** effectively aligns the marketing plan against the day-to-day activities of the sales team. Accountability is achieved through weekly reporting.

## Phase 2: Lead Qualification

Another fancy marketing term to describe the act of intentionally "slowing things down" to understand a prospect's priorities.

**CODE** asserts that there are two types of prospects; those that have purchased products and services like yours; and those that have not.

In **Phase 2**, a series of critical questions are used to "set up the deal," eliminating any misunderstandings as the prospect moves toward a **Request For Proposal (RFP)**.

The Prospector and/or Technical Expert works with **Blue** leads (confirmed to be doing something and willing to discuss options) to firmly position the value of your proprietary solution with the decision maker.

## Phase 3: The Sales Pitch

This is the actual sales presentation and pitch to close the deal.

**CODE** assumes that if you've properly generated and qualified the lead, you've eliminated the competition while clearly establishing a mutual understanding of the budget. This is accomplished while protecting the proprietary intellectual property associated with your proposal.

In Phase 3, we take the **Blue** lead to **Red**. A **Red** lead is defined as; a prospect that is doing something, will take meetings to discuss it, and has an **RFP** date defined.

## Phase 4: Post Sales Activities

It's all about improving performance.

In **Phase 4**, **CODE** utilizes post sales surveys and de-briefing techniques to encourage ongoing and honest dialog amongst the team about what's working and what is not.

With **CODE** everyone on the team can learn in a positive environment to improve their role in the process.

To learn more call **913.558.4871**  
or visit us at **CODEconstruct.com**