



# Unlocking Profitable Growth: Profit & Sales Pipeline Management B2B

An effective sales management system  
to achieve profitable growth



# The Source of Profitable Growth

## Profitable Growth

Profitable growth is the cornerstone of sustainable business success. It's about more than just increasing revenue; it's about strategically expanding profitability to fuel long-term value creation. This allows companies to:

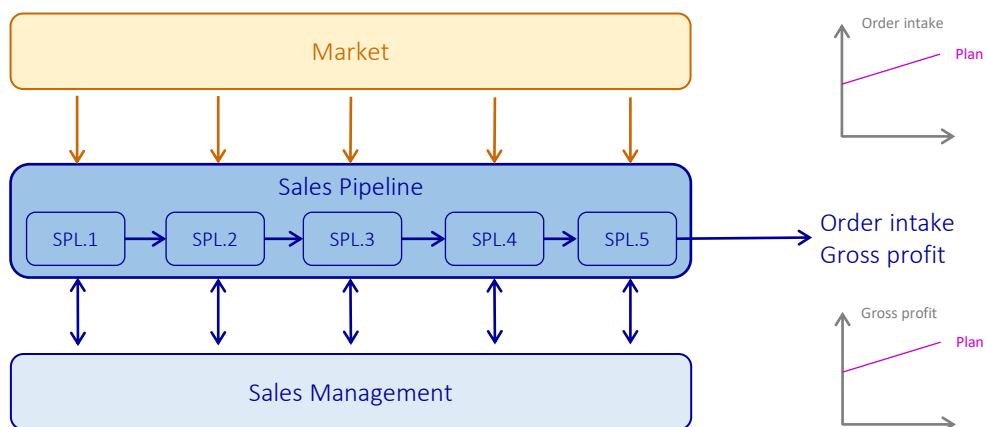
- Invest in the future: Fund innovation, R&D, and expansion into new markets.
- Attract and retain talent: Offer competitive compensation and benefits, and create a rewarding work environment.
- Enhance customer value: Develop better products and services, and provide exceptional customer experiences.
- Maximize shareholder returns: Generate strong financial performance and increase shareholder value.

## Sales Pipeline (SPL)

The sales pipeline is the key driver of a corporation's profitable growth; it is a vital forecasting tool that provides a dynamic view of a company's present and future order intake, revenue and profit. It is a leading performance indicator enabling businesses to manage proactively.

The sales pipeline :

- provides a clear picture of order intake and revenue potential: it tracks sales opportunities by quantity, price, order value, and projected profit.
- segments opportunities: it differentiates between current and new business, recurring and non-recurring revenue streams.
- facilitates accurate forecasting: by monitoring the fills and flows of opportunities through each stage, businesses can predict future order intake with greater accuracy.
- enables effective sales management: classifies opportunities according to sales process phases, allowing for analysis of conversion rates and identification of potential bottlenecks.



Legend : SPL = Sales Pipeline, SPL phases : SPL.1 identification, SPL.2 qualification, SPL.3 RfP, SPL.4 proposal, SPL.5 closing



# The Silent Killer of Profitable Growth

## The Challenge

Declining order intake is a serious threat to any business, and the consequences are clear: falling revenue and eroding profits. This puts immense pressure on the C-suite to take decisive action and restore sustainable, profitable growth.

The root cause of this challenge often lies within the sales pipeline (SPL). Put simply, the pipeline isn't generating enough high-margin orders to drive growth.

The causes for too little order intake at too low gross profit often are these issues:

### Sales Pipeline issues

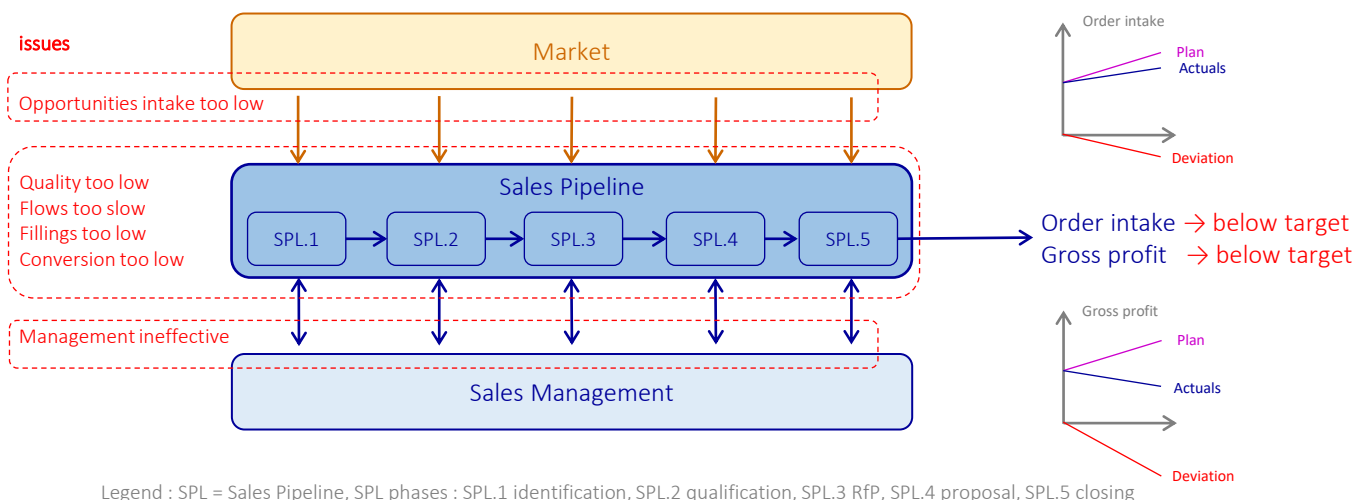
- Weak sales opportunity intake at the top of the pipeline
- Low deal quality with insufficient volume and margins
- Slow deal flow between SPL stages and insufficient deal fills in SPL stages
- Conversion rates are too low
- Order intake and gross profit below targets

### Sales Management issues

- Ineffective sales pipeline steering
- Lack of visibility into SPL deal flows, fills and progress
- Inaccurate or missing order intake forecasts
- Inadequate performance monitoring and sales pipeline controlling
- CRM systems plagued by inaccurate data and limited pipeline management functionality

## The Problem

Sales pipeline issues may result in declining order intake & revenue and eroding profits





# Take Control of Your Sales Pipeline and Drive Profitable Growth

## The Solution

Pro SPLM B2B (Profit and Sales Pipeline Management for B2B Corporations ) helps B2B corporations take control of their sales pipeline and drive profitable growth. By actively managing the flow of opportunities, leveraging prescriptive analytics, and dynamically optimizing pricing and pipeline strategies, Pro SPLM B2B empowers your organization to achieve order intake and profit margins according to plan and drive profitable growth.

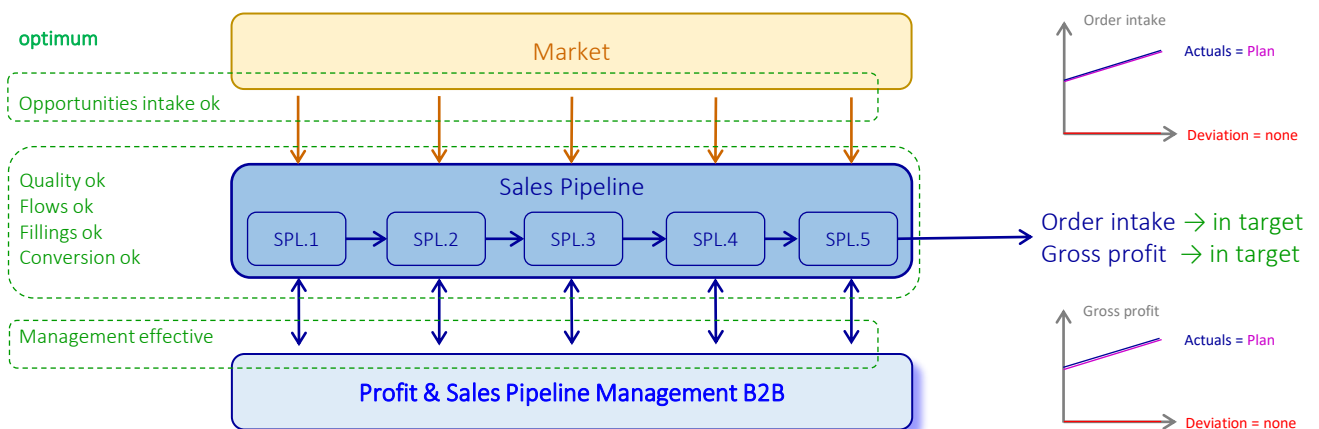
Pro SPLM B2B goes beyond traditional CRM systems. It's not just about tracking contacts; it's about actively managing your sales pipeline to maximize revenue and profit. Our unique approach combines deep pipeline visibility with prescriptive analytics, providing actionable insights to optimize the sales pipeline in every stage, 24/7.

## The optimized Sales Pipeline

- Consistent sales opportunity intake
- High deal quality with strong volumes and margins
- Optimal deal flow across all pipeline stages
- Ideal deal fills at each pipeline stage
- Order intake and gross profit according to target

## Profit & Sales Pipeline Management B2B

- Effective sales pipeline steering
- Full visibility into deal flows, fills, and progress
- Accurate order intake forecasts
- Effective performance monitoring and sales pipeline controlling
- Advanced, robust pipeline management functionality



Legend : SPL = Sales Pipeline, SPL phases : SPL.1 identification, SPL.2 qualification, SPL.3 RfP, SPL.4 proposal, SPL.5 closing



## Pro SPLM B2B in Comparison

Pro SPLM B2B (Profit and Sales Pipeline Management for B2B Corporations ) offers a set of unique features to optimize your sales management for profitable growth.

The table compares mainstream, often CRM-based sales management versus Pro SPLM B2B w.r.t. key sales management features and outcomes.

Management feature	Mainstream Sales Management CRM-based	Profit & Sales Pipeline Management B2B
SPL opportunity intake management	n/a	yes
SPL opportunity flows management	n/a	yes
SPL opportunity fills management	n/a	yes
SPL dynamic pricing & profit management	n/a	yes
Dynamic sales organization management	n/a	yes
Multi-channel management	n/a	yes
Closed loop management	n/a	yes
Management under uncertainty	n/a	yes
Next best actions management	n/a	yes
Effective sales force steering	n/a	yes
Effective sales force controlling	n/a	yes
Advanced Analytics & AI	n/a	yes
Robustness against missing sales data / wrong data	n/a	yes
Order intake acc. to target	n/a	yes
(Gross) profit acc. to target	n/a	yes

ProSPLM B2B enables for effective sales management for optimum profitable growth.

Legende : SPL = Sales Pipeline, SO = sales opportunity, OI = order intake, GP = gross profit



# Profit and Sales Pipeline Management B2B - Services

## Services

Optimize profitable growth with Profit and Sales Pipeline Management B2B (Pro SPLM B2B) solutions and services:

- **Implementation & Training**  
Seamlessly integrate Pro SPLM B2B into your sales organization with expert guidance and comprehensive training for successful adoption.
- **System Development**  
Our collaborative workshops analyze your sales management process, identify areas for improvement, and design a customized Pro SPLM B2B system tailored to your needs.
- **Know-How Transfer**  
Empower your sales team with profit and sales pipeline management expertise through engaging seminars and webinars.
- **Executive Coaching**  
We provide executives with personalized coaching, actionable plans, and deep insights into profit and sales pipeline management methodologies.
- **Interim Management**  
Our experienced professionals provide hands-on support, integrating seamlessly into your operations to drive tangible results and ensure your sales efforts translate into profitable growth.
- **Digital Solutions**  
Elevate your sales performance with cutting-edge digital tools. We leverage advanced analytics, digital twins, optimization, and AI to unlock profitable growth.

Ready to transform B2B sales performance and achieve profitable growth?

Contact us today for a free consultation and discover how Profit and Sales Pipeline Management B2B (Pro SPLM B2B) can transform your sales performance and drive profitable growth.



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### **Strategy B2B Profile**

Strategy B2B provides consulting services focused on optimum profitable growth to B2B corporations spanning multiple industries. Strategy B2B brings world-class capabilities and deep expertise to help clients succeed wherever they operate. Strategy B2B's professionals are committed to strategy excellence and optimum profitable growth.

### **About Optimum Profitable Growth**

Strategy B2B's multi-disciplinary approach to optimum profitable growth goes beyond simply increasing revenue. We focus on growing revenue at growing profits, leading to increased enterprise value. This requires a holistic perspective, encompassing strategic alignment, operational efficiency, and innovative solutions. Our experts leverage international knowledge exchange and publications to bring cutting-edge insights to every engagement, ensuring your growth is sustainable and maximizes value creation. With experience across various industries, Strategy B2B guides you through each phase of the growth lifecycle, from strategic planning to operational execution, delivering tangible results and a lasting impact on your bottom line.

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