

# PIPELINE GENERATION BLUEPRINT:

MONEY-MAKING BEHAVIORS &  
21ST CENTURY PROSPECTING

WORKSHOP

## OVERVIEW:

Most salespeople don't have a pipeline problem. They have a behavior problem.

When pipeline is light, many teams respond by working harder, trying new tools, relying on AI or searching for better leads. Yet the real challenge is often a lack of clarity around the specific activities required to consistently create opportunities.

Top performers don't rely on motivation or luck. They operate from a blueprint. This workshop helps participants build their own blueprint - a personalized system that translates annual revenue goals into measurable daily and weekly behaviors.

Rather than hoping for pipeline, participants will leave with a clear plan for creating it.

## OBJECTIVES:

Participants will learn how to:

- ✓ Reverse-engineer revenue goals into daily, weekly, and monthly activities
- ✓ Identify the prospecting channels that best fit their market and role and manage their time accordingly
- ✓ Balance outbound prospecting, referrals, networking, social selling, account development, and follow-up activities
- ✓ Understand the relationship between behaviors, leading indicators, and sales results
- ✓ Establish measurable standards for calls, meetings, conversations, and follow-up

- ✓ Create a sustainable prospecting rhythm that can be maintained over time
- ✓ Develop accountability systems that drive consistency and momentum

## **OUTCOME:**

This workshop is ideal for teams that want to stop guessing where their next opportunities will come from and build a repeatable, measurable system for creating pipeline. Participants leave with a framework that connects revenue goals to the specific behaviors required to achieve them, creating greater accountability, consistency, and predictable growth.