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COURSE BROCHURE

# Lead Qualification and Sales Pipeline Stage Control Training Course

16 – 20 August 2027
Madrid

# Lead Qualification and Sales Pipeline Stage Control Training Course

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Lead Qualification and Sales Pipeline Stage Control is a 1-week training course for sales and marketing leaders who own how enquiries become forecastable revenue, and it ends with a pipeline stage playbook each participant takes back to the sales floor. Buyers now research suppliers long before speaking to a seller, so organisations that cannot separate genuine demand from noise waste selling time. The course is delivered by Jupiter Prime Training.

## Why Lead Qualification and Sales Pipeline Stage Control Matters Now

Three pressures shape this subject today. Buying groups do most of their research alone, so first conversations arrive late. Marketing teams produce more enquiries through digital channels, yet sellers complain that many are cold or poorly matched. Finance leaders expect forecasts they can defend. An organisation that defines who counts as a qualified prospect and what evidence moves a deal forward spends effort where it pays; one that does not carries bloated pipelines and missed targets.

## Who Gains Most from Lead Qualification and Sales Pipeline Stage Control

- Leaders responsible for setting revenue targets and coverage across a territory or product line
- Leaders responsible for demand generation campaigns and the volume and quality of enquiries they produce
- Leaders responsible for inside sales or prospecting teams who make first contact with new buyers
- Leaders responsible for revenue operations, reporting and the rules inside the customer database
- Leaders responsible for business development in new markets or customer segments

Commercial functions that send a marketing lead and a sales lead together gain most.

## Lead Qualification and Sales Pipeline Stage Control Capabilities

Participants turn loose enquiry handling into explicit rules for scoring, handover, stage evidence and forecast calls.

- Specify an ideal customer profile from won and lost deal history — targeting of prospecting effort
- Design a lead scoring model combining fit and buying signals — marketing and sales handover
- Build stage exit criteria based on buyer actions rather than seller activity — forecast credibility
- Calculate pipeline coverage, conversion and velocity measures — resource and hiring choices
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Assess stalled and inflated opportunities through structured deal inspection — pipeline clean-up decisions
- Communicate forecast categories and risks to senior leadership — revenue commitments

## Key Lead Qualification and Sales Pipeline Stage Control Terms

- Ideal customer profile — the organisations most likely to buy and stay, drawn from past deals.
- Lead scoring — a points method ranking enquiries by profile fit and buying intent.
- Marketing qualified lead — an enquiry that meets the agreed score and is passed to sales for first contact.
- Stage exit criteria — the buyer evidence needed before an opportunity moves to the next stage.
- Pipeline coverage — the ratio of open opportunity value to the revenue target for the same period.
- Sales velocity — a measure combining deal count, size, win rate and cycle length.

## Lead Qualification and Sales Pipeline Stage Control Day by Day

### Day 1: Buyer Journeys and Demand Sources

- Buying Group Mapping — Who Researches, Influences and Signs Off
- Inbound, Outbound and Referral Enquiry Channels — Where Effort Is Spent
- Won and Lost Deal Pattern Review — Evidence for Target Accounts
- Ideal Customer Profile Definition — Fit Criteria for Prospecting Lists
- Buyer Persona Pain Points — Message Choices for First Contact

### Day 2: Scoring and Handover Rules

- Fit and Intent Scoring Matrix — Ranking Enquiries Before Contact
- Qualification Question Sets — Budget, Authority, Need and Timing Checks
- Service Level Agreement Between Marketing and Sales — Response Time Commitments
- Lead Recycling and Nurture Paths — Handling Not-Yet-Ready Buyers
- Disqualification Reasons Log — Feedback That Improves Campaign Targeting

### Day 3: Pipeline Stages and Deal Evidence

- Stage Definitions Anchored on Buyer Actions — Consistent Opportunity Status
- Exit Criteria Checklists per Stage — Evidence Before Advancing Deals
- Mutual Action Plans With Buyers — Shared Steps Toward Signature
- Deal Inspection Questions — Exposing Stalled and Single-Threaded Opportunities
- Database Field Rules and Hygiene Routines — Trustworthy Pipeline Records

## Day 4: Pipeline Metrics and Forecast Calls

- Coverage Ratio and Stage Conversion Rates — Gaps Against Revenue Targets
- Velocity Equation and Cycle Length Analysis — Bottlenecks in the Funnel
- Forecast Categories: Commit, Best Case, Pipeline — Leadership Expectations
- Weekly Pipeline Review Agenda — Seller Accountability and Coaching Focus
- Pipeline Dashboard Design — Signals Leaders Act On

## Day 5: Practising the Pipeline Stage Playbook

- Applying the Ideal Customer Profile to a Case Prospect List — Priority Accounts
- Scoring a Batch of Case Enquiries — Handover and Nurture Decisions
- Deal Inspection Role Play on Case Opportunities — Stage Corrections
- Forecast Call Simulation With Leadership Panel — Commit Versus Risk
- Completing the Pipeline Stage Playbook — Definitions, Criteria and Owners

## Applying Lead Qualification and Sales Pipeline Stage Control After the Course

- Run a joint marketing and sales session to agree the lead scoring thresholds and handover response times.
- Inspect the ten largest open opportunities against the new stage exit criteria and correct their status.

## Lead Qualification and Sales Pipeline Stage Control Questions FAQ

### What is Lead Qualification and Sales Pipeline Stage Control and why does it matter now?

It is the discipline of deciding which enquiries deserve selling time and what evidence moves a deal through each stage. It matters now because buyers research alone for longer and leaders expect forecasts they can defend.

### Which roles gain most from Lead Qualification and Sales Pipeline Stage Control?

Sales managers, demand generation leads, inside sales leaders, revenue operations staff and business development heads gain most, especially when marketing and sales attend together.

### How does Lead Qualification and Sales Pipeline Stage Control differ from key account or sales coaching courses?

It concentrates on the front and middle of the funnel: profiling, scoring, handover and stage evidence. Key account and coaching courses deal with existing customers and individual sellers.

## What do you bring back from Lead Qualification and Sales Pipeline Stage Control?

You bring back a pipeline stage playbook with an ideal customer profile, scoring thresholds, stage exit criteria and forecast categories.

## Lead Qualification and Sales Pipeline Stage Control: The Way Forward

The pipeline stage playbook gives marketing and sales one shared language for prospects and deals. Its first use is agreeing thresholds and stage criteria before the next quarterly forecast. Sales managers, campaign owners and revenue operations staff apply it daily, and the conversion assumptions are worth revisiting once a full sales cycle of new data has passed.