



*Training Course:
Sales Pipeline Mastery: From Leads to Bookings*

*11 - 13 October 2026
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

Training Course: Sales Pipeline Mastery: From Leads to Bookings

Training Course code: RR236510 From: 11 - 13 October 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 2700 € Euro

Introduction

This program is designed to equip sales professionals and managers with the strategies and tools needed to effectively manage their deal pipelines, achieve minimum sourcing and booking targets, and convert prospects into loyal clients. Participants will learn to prioritize high-value opportunities, streamline their sales process, and enhance client engagement to drive revenue growth.

Objectives

By the end of this training, participants will be able to:

- Understand the principles of effective sales pipeline management.
- Identify high-potential leads and optimize sourcing strategies.
- Apply structured approaches to track, prioritize, and follow up on opportunities.
- Develop strategies to convert leads into confirmed bookings efficiently.
- Enhance client engagement and relationship-building for sustained sales success.

Course Methodology

- Interactive workshops and group discussions
- Case studies and real-life sales scenarios
- Role-playing exercises for prospecting and closing deals
- Practical templates and tools for pipeline tracking and monitoring
- Reflection and action planning for implementation in daily sales operations

Organizational Impact

- Improved conversion rates and achievement of minimum sales targets
- Streamlined sales processes and pipeline visibility
- Enhanced team performance and accountability
- Stronger client relationships leading to repeat business
- Increased organizational revenue and market competitiveness

Target Audience

- Sales professionals and account managers
- Business development executives
- Team leaders responsible for sales performance
- Anyone involved in prospecting, client engagement, or deal closure

Outlines

Day 1:

Foundations of Sales Pipeline Management

- Introduction to sales pipeline concepts and stages
- Understanding lead sourcing and qualification
- Tools and metrics for pipeline visibility
- Practical exercise: Mapping your sales pipeline

Day 2:

Optimizing Deal Flow & Conversion Strategies

- Prioritizing high-value prospects and opportunities
- Structured follow-up techniques and pipeline hygiene
- Overcoming common sales obstacles and objections
- Role-play: Moving leads through the pipeline efficiently

Day 3:

Achieving Targets & Sustainable Sales Growth

- Closing strategies and securing bookings
- Client engagement and relationship management
- Monitoring performance and pipeline forecasting
- Developing a personal action plan to achieve minimum sourcing and booking targets

Registration form on the Training Course: Sales Pipeline Mastery: From Leads to Bookings

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