PROGRAM 03

Pipeline & Account Growth

A program for teams who need a steadier flow of new business and more growth from the clients they already have.

Every program is tailored to your organisation. It's what we do. We build it around your products, customers, sales process and the conversations your team actually has, so this sample is a starting point, not a set syllabus.

Who it's for

- Account managers and business development teams
- Reps responsible for a book of existing clients
- Teams with an inconsistent or thin pipeline

What changes

- A steady weekly prospecting rhythm
- A better-qualified, more predictable pipeline
- More growth from existing accounts

Sample journey

Session	Module	Practised on the job
1	**Selling Funnel**	Map your pipeline and find where deals stall
2	**Prospecting Rhythm**	Block out and protect one prospecting session each week
3	**Social Selling on LinkedIn**	Start five new conversations through LinkedIn
4	**Account Management**	Build an account plan for one key client
5	**Cross-Sell & Upsell Conversations**	Raise one new opportunity with an existing client
6	**Bringing It Together**	90-day pipeline plan, shared with your manager

Between sessions: short Elevate Mode scenarios matched to each module.

Ways to run it

One-off

Pick 1-2 modules as a 2-hour, half-day or full-day workshop

Virtual program

Six 1-hour sessions over six weeks

In person or blended

Full days onsite, or a mix of onsite and virtual

What's included

- Discovery call and attendee questionnaire
- Workbook and frameworks
- Elevate Mode practice access
- Post-program summary and impact survey

How pricing works

Quoted after a free consultation, based on group size, number of sessions and format. No cost and no obligation.

Shape this around your team

Schedule a free consultation →

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