Solution Guide
SALES .01

Pipeline Management

Find it online: smartsheet.com/sales-solutions/pipeline-management
About Pipeline Management

Managing the sales pipeline is at the center of any sales organization’s success. Good pipeline management builds confidence in the sales team by ensuring that deals close per forecast and risks are flagged and mitigated. This guide is built to help you use Smartsheet to optimize the management of your sales pipeline.

**Build a strong opportunity pipeline**
Create a plan for large territories and track activities to qualify potential opportunities.

**Reduce risks and identify blockers**
Ensure that critical activities are reviewed by executives and sales blockers are identified and removed.

**Refine your sales forecast**
Stay on top of your forecast by automating weekly updates from your team.
Who should use this guide

This solution is built for sales managers to help them build and manage a healthy pipeline. However, everyone in the sales organization will find value in this solution. Common roles/titles who would benefit from this solution include:

- Sales Managers
- Sales Operations Managers
- Sales Representatives
- Sales Executives
- Sales Enablement Managers
- Sales Specialists
- Account Managers
- Business Managers
- Finance Managers
- Marketing Managers

Purpose

This guide is designed to show clear examples of how you can create compelling, insightful sheets and reports on the financial health of your sales organization. We have a wealth of specific how-to resources in our Help Center, so the focus of this guide is:

1. An overview of the solution
2. A tour of the individual sheets
3. How to get going
4. Helpful resources and cheat sheets
Components

1 PLAN
- Territory Plan
- Prospect Tracker

Collaborate with your team to create a territory plan and track prospective opportunities.

2 PRIORITIZE
- Top Deal Tracker

Track the progress of your biggest deals and renewals.

3 MANAGE
- Sales Pipeline
- Sales Forecasting Report

Maintain clear visibility into the status of your sales forecast.

Pipeline Management Solution Guide
Territory Plan

Without a big picture territory view of accounts, sales reps often gravitate towards accounts with existing opportunities or engagements. Running a territory plan in Smartsheet helps you step back to identify potential blind spots and ensure your efforts are always invested in the strongest accounts, while giving executives a live view into priorities and status.

A. Use hierarchy to organize accounts into tiers based on sales coverage model.

B. Flag key Tier 2 or Tier 3 accounts you would like to focus on based on future growth opportunity.

C. Send Update Requests to get updates on accounts directly from your sales teams.

D. Layer in dates and then set reminders to review a specific account.
Prospect Tracker

Prospective opportunities often don’t make it into the pipeline because of lack of diligent evaluation and follow up. Smartsheet’s Prospect Tracker ensures you have a plan to evaluate every potential opportunity. You can assign ownership, show status with visual indicators, attach important documents like customer background information or competitor analysis, and more.

A. Have discussions with your team about opportunity qualification activities.

B. Attach documents – like proposals, competitive insights, meeting notes and more.

C. Use visual indicators like RYG balls to show the status of activities.

D. Layer in dates and then setup reminders for activity owners to ensure every opportunity gets evaluated diligently.

Pipeline Management Solution Guide
Top Deal Tracker

Every sales manager or sales representative tracks their top deals, but too often it’s done in a way that doesn’t promote collaboration and visibility – like on paper, or in a locally stored Excel or Word document. This siloed approach leads to poor executive visibility into the status of top deals. With Smartsheet’s Top Deal Tracker, you can ensure that top deals are tracked in one place, giving you the best shot at closing these deals on time and on forecast.

- Use visual symbols, like RYG balls, to identify the most important deals or to hone in on deals that are at risk.
- Have discussions to track risks, ask for deal exceptions, and coordinate deal-related activities.
- Track all mandatory activities that have been completed with a check box.
- Set up notifications that get triggered when key activities are completed or when executive help is requested.

Pipeline Management Solution Guide
Critical to any sales organization’s success is managing and tracking opportunities from their earliest stages all the way to close. With Smartsheet, you can coordinate all sales activities by account and region, and share real-time progress with your team and executives.

- **A** Weight your forecasts with formulas for an accurate estimation of your pipeline based on where opportunities are in their lifecycle.
- **B** Attach contracts and other important documents directly to the sheet.
- **C** Share the sheet with your team and executives, and customize privacy levels.
- **D** Track key steps in the sales stage, like legal reviews and contract negotiations.
Sales Forecast Tracker

Sales forecasting can often involve too much unnecessary back and forth. Every week, sales reps email a forecast and answer any clarifying questions. Sales managers consolidate the forecast for the team and send it to their executives who in turn might have their own questions. Increase efficiency by automating the process of collecting individual forecasts and then rolling them up into a team or organization’s forecast.

A. Send recurring Update Requests to sales reps for real-time, weekly forecasts.

B. Highlight changes made to the forecast and look at the cell history to understand what exactly changed.

C. Easily respond to requests to update their forecast on the go.

D. Use formulas to roll up the total for your team based on what the individual sales reps have entered.

Pipeline Management Solution Guide
Jump-Start Your Pipeline Management with Smartsheet

- **Read through the solution guide**
  You’ve had an overview of the solution – now try Smartsheet for yourself.

- **Sign up or log in to Smartsheet**
  Sign up at [smartsheet.com/sales-solutions/pipeline-management](https://smartsheet.com/sales-solutions/pipeline-management). You can also use this with your existing account by logging in.

- **Open the Getting Started Sheet**
  Once you’re in Smartsheet, click on the “Getting Started” sheet in the pane on the right. This sheet will orient you to everything you need to start working in Smartsheet.

- **Customize the sheet**
  The sample data and structure is only there to help you get going. You can type over things, insert or delete rows or columns, rename columns, change column types etc.

- **Start working and sharing**
  To open another sheet in the solution, simply return to the home tab, select the folder, and then the sheet. You can invite others to collaborate by clicking the sharing tab on the bottom of the sheet.
### Other Recommended Steps

<table>
<thead>
<tr>
<th>Step</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delete sheets you don’t need</td>
<td>Deleting a sheet is easy! You can learn how to <a href="#">here</a>.</td>
</tr>
<tr>
<td>Build your own sheet</td>
<td>We know you have unique needs – that’s why we built Smartsheet. Click the + tab at the top of the sheet so you can build your own solution from a blank sheet.</td>
</tr>
<tr>
<td>Use the “cheat sheets” in this guide</td>
<td>To help you get the most out of Smartsheet, we’ve included cheat sheets for formulas and shortcuts at the end of this guide.</td>
</tr>
</tbody>
</table>
Have questions or want to learn more about Smartsheet?

**Smartsheet Help Center** - help.smartsheet.com
Everything you need to help you get the most out of Smartsheet.

**Smartsheet Community** - community.smartsheet.com
Ask questions, share best practices, and get help.

**Submit your question** - solutions@smartsheet.com
Want personalized help? Our design and services teams have you covered!

**Send us your feedback** - help.smartsheet.com/customer/portal/emails/new
Share your thoughts or suggestions about Smartsheet or our Solutions.

**Plans and Pricing** - smartsheet.com/pricing
Enjoy your 30-day free trial.
**Smartsheet Cheat Sheet**

**Keyboard Shortcuts**

### Basics

- **F2 | / | Fn + F2**
  
  Enters *edit mode* on selected cell

- **Ctrl + S**
  
  *Saves all* unsaved information

- **Ctrl + Z**
  
  *Undo* the previous action since last save

- **Ctrl + Y**
  
  *Redo* the previous action since last save

- **Ins**
  
  *Inserts* a row above the selected row.

To insert multiple rows at once, press **Shift** and select multiple row headers, then click **Ins**.

### Formatting

- **Ctrl + Enter (or) Alt + Enter**
  
  Inserts a carriage return or line break in Text Number cells. In order to see the carriage returns in the sheet, apply wrap formatting to the cell by clicking the **Wrap** icon in the left toolbar.

- **Ctrl + K**
  
  *Indents* Primary Column only

- **Ctrl + M**
  
  *Outdents* Primary Column only

- **Ctrl + I**
  
  *Italic*

- **Ctrl + B**
  
  *Bold*

- **Ctrl + U**
  
  *Underline*

### NOTE:

Mac users should use **Cmd** instead of **Ctrl** unless otherwise noted.
Formulas

- **Ctrl + L x 1**: Inserts $ before column name (horizontal cell reference lock).
- **Ctrl + L x 2**: Inserts $ after column name (vertical cell reference lock).
- **Ctrl + L x 3**: Inserts $’s around column name (full cell reference lock).

Date Column Cells

- **t**: Inserts today’s date.
- **+**: Enters date x days from today.
- **-**: Enters date x days before today.
- **mon / tue / wed / etc...**: Inserts date of the current week’s Monday, Tuesday, Wednesday, etc.
- **yes**: Inserts yesterday’s date.
- **tom**: Inserts tomorrow’s date.
- **next week**: Inserts date seven days from today.
- **last week**: Inserts date from seven days ago.
- **Dec 15 / Jan 3 / etc**: Inserts date of string entered.

Additional

- **Ctrl + /**: Displays the Open a Sheet form.
- **Ctrl + G**: Displays the Go To Row form. Type in the row number you’d like to scroll to then click OK.
- **Home**: Takes you to the first cell of the row you are currently on.
- **End**: Takes you to the last cell of the row you are currently on.
- **Pg Up**: Moves you up in your sheet.
- **Pg Dn**: Moves you down in your sheet.
- **Space**: Displays or removes a checked box, star or flag in the selected cell. Learn more about checkbox, star and flag columns in our Column Types article.

Pipeline Management Solution Guide
### Numeric Formulas

<table>
<thead>
<tr>
<th><strong>SUM()</strong></th>
<th>Adds selected values, or a range of cells.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=SUM(Cost1: Cost5)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>1125.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AVG()</strong></th>
<th>Averages selected values, or a range of cells.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=AVG(Cost1: Cost5)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>225.15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MAX()</strong></th>
<th>Returns the highest numeric value, or latest date.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=MAX(Cost1: Cost5)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>425.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MIN()</strong></th>
<th>Returns the lowest numeric value, or earliest date.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=MIN(Cost1: Cost5)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>INT()</strong></th>
<th>Returns the integer portion of a given number.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=INT(Cost5)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>425</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ROUND()</strong></th>
<th>Rounds a given number to the desired # of digits.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Syntax:</strong></td>
<td>ROUND(cell1, #_of_digits)</td>
</tr>
<tr>
<td><strong>Example:</strong></td>
<td>=ROUND(Cost5, 1)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>425.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ABS()</strong></th>
<th>Returns the absolute value of a given number.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=ABS(-85)</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>85</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>COUNT()</strong></th>
<th>Counts non-blank cells in a given range.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=COUNT([Task Name]:[Task Name])</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>LEN()</strong></th>
<th>Returns the number of characters (length) in a given cell.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td>=LEN([Task Name])</td>
</tr>
<tr>
<td><strong>Result:</strong></td>
<td>6 NOTE: Formatting/currency values aren’t included. Dates have a length of 5.</td>
</tr>
</tbody>
</table>
Logic Formulas

**IF()**: Performs a logical test. One value is returned if the test is true, a different value is returned otherwise.

*Syntax*: `IF(logical_test, value_if_true, value_if_false)`

*Example*: `=IF([Due Date]1 > [Due Date]2, "Date 1 is Larger", "Date 2 is Larger")`

*Result*: Date 2 is Larger

**ISBLANK()**: Used within an IF formula to test if a cell is blank.

*Example*: `=IF(ISBLANK([Task Name]1), "Cell is blank", "Cell isn't blank")`

*Result*: Cell isn't blank

**ISTEXT()**: used within an IF formula to test if a cell contains text (and not checkboxes, dates, numbers, etc).

*Example*: `=IF(ISTEXT([Due Date]1), "Cell is text", "Cell isn't text")`

*Result*: Cell isn't text

**ISNUMBER()**: Used within an IF formula to test if a cell contains a number (a value which is not text, date, or checkbox).

*Example*: `=IF(ISNUMBER([Task Name]1), "Cell is a number", "Cell isn't a number")`

*Result*: Cell isn't a number

**ISDATE()**: Used in an IF formula to test if a cell contains a date.

*Example*: `=IF(ISDATE([Due Date]1), "Cell is a date", "Cell isn't a date")`

*Result*: Cell is a date

**ISBOOLEAN()**: Used in an IF formula to test if a cell contains a boolean value (check box, priority, star or flag).

*Example*: `=IF(ISBOOLEAN(Done1), "Cell is a boolean", "Cell isn't a boolean")`

*Result*: Cell is a Boolean
Logic Formulas (cont.)

AND(): Used within an IF formula. Evaluates if a set of logical expressions are True or False. If any expression is False it will evaluate as False.

**Syntax:** `AND(boolean_expression1, boolean_expression2, boolean_expression3, ...)`

**Example:** `=IF(AND(Done1, Done2, Done3), "All Tasks Complete", "Tasks Incomplete")`

**Result:** Tasks Incomplete

NOT(): Used within an IF formula. Performs a logical NOT on the supplied boolean expression (or cell reference).

**Syntax:** `NOT(Done1)`

**Example:** `=IF(NOT(Done1), "Task A Not Complete", "Task A Complete")`

**Result:** Task A Complete

OR(): Used within an IF formula. Performs a logical OR on the supplied boolean expression or cells. Returns true if any are true; otherwise returns false.

**Syntax:** `OR([Due Date]1 > [Due Date]2, [Due Date]1 > [Due Date]3)`

**Example:** `=IF(OR([Due Date]1 > [Due Date]2, [Due Date]1 > [Due Date]3), "Due Date 1 isn't the smallest", "Due Date 1 is the smallest")`

**Result:** Due Date 1 is the smallest

NESTED IF(): Performs multiple logical tests. Smartsheet reads the IF statements in the formula from left to right, displaying a value based on which one evaluates to true.

**Syntax:** `IF(logical_test, value_if_true, IF(second_logical_test, value_if_true, value_if_all_false))`

**Example:** `=IF([Task Name]1 = "Task A", "This is Task A", IF([Task Name]1 = "Task B", "This is Task B", "Neither Task A nor Task B"))`

**Result:** This is Task A
Additional Formulas and Help

**Formula Basics** - smartsheet.com/formula-basics
How to create a formula and reference cells, columns, and ranges in your sheet

**Text Formulas** - smartsheet.com/text-formulas
Find, Replace, capitalizing text, etc

**Date Formulas** - smartsheet.com/formula-basics
TODAY() formula, calculating working days, creating dates, etc

**Advanced Formulas** - smartsheet.com/date-formulas
Weighted average, prorate, countif, countif s, sumif, sumif s

**Using Hierarchy in Formulas** - smartsheet.com/using-hierarchy-in-formulas
How to reference child rows

**Formula Error Messages** - smartsheet.com/formula-error-messages
What they mean, and how to troubleshoot