



# Kickstart Your Pipeline

## Course Syllabus

### Course Overview

#### Description

Most organizations don't have enough leads or a steady flow of new suspects and prospects. Kickstart Your Pipeline focuses on fulfilling promises, collecting proofs, and harvesting referrals to help strengthen your relationship with customers. Once a sale is complete, don't abandon the relationship, as many salespeople do—strengthen it, and harvest referrals! Fulfillment & Follow Up helps you do that.

**Duration: Approximately 20 min**

#### Objectives

After you complete this course, you will be able to:

- Explain why fulfillment and follow up can be the beginning of the sales process
- Name the purpose and plays of the Fulfillment & Follow Up routine
- Collect compelling and powerful testimonials from your customers
- Construct personalized Fulfillment & Follow Up plays

#### Required Materials

The course contains all required materials. No additional materials are necessary.

### Course Outline

#### Introduction

- Referral activity
- Course overview
- Course objectives
- Fill your pipeline

#### Module 1: Purpose and plays of the fulfillment and follow up routine

- Principles of fulfillment and follow up
- Reframe overview
- Fulfil promises
- Practice activity



## **Module 2: Collect compelling and powerful customer testimonials**

- Collect proofs
- Getting permission
- Practice activity
- Harvest referrals
- Schedule Next Event
- Practice activity

## **Module 3: Personalized fulfillment & follow up plays**

- Activity
- Review

## **Course Administration**

### **Earning Your Certificate**

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

### **Completion Deadline**

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

### **Policies**

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

### **Course Evaluation**

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

### **Course Contributions**

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

### **Technical Requirements and Support**

You must have an Internet connection and an Internet browser that supports the course files. Refer to the [Ellie Mae Academy FAQs](#) to ensure your browser supports our courseware, and to address any additional questions you may have.



### Course Help

For additional assistance, email [learning@elliemae.com](mailto:learning@elliemae.com). Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information