

# Business Pipeline

A Business Pipeline, or pipeline, is a visual representation of the stages involved in a sales process. It is a structured approach to managing a business's sales process and helps organizations to track their progress in acquiring new customers and generating revenue.

The pipeline typically consists of several stages, including lead generation, lead qualification, proposal, negotiation, and closing. Each stage represents a milestone in the sales process and helps sales teams to identify where a lead is in the sales cycle.

The pipeline is valued by the sum of the [Expected Value \(EV\)](#) of the opportunities it contains. Once won, the EV associated to an opportunity disappears from the pipeline so more must be added in order to keep an EV level high enough.

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