



Sugar Sell Foundations Webinar Series: Week 6  
**Sales Mastery: Driving Growth with Sugar**  
Webinar Handout

**Key Concepts – Fill in the Blanks**

Complete the sentences using what you learned in the session.

1. Sales mastery depends on \_\_\_\_\_, not heroics.
2. A CRM should support how sales \_\_\_\_\_ runs.
3. Accurate pipeline stages should reflect real \_\_\_\_\_.
4. Clean data enables trusted \_\_\_\_\_.
5. Reports validate \_\_\_\_\_, not just outcomes.
6. Dashboards provide \_\_\_\_\_ visibility without report digging.
7. Run the Business (RTB) creates a consistent operating \_\_\_\_\_.
8. Sugar should be treated as the system of \_\_\_\_\_.

**Matching – Match the Concept to Its Purpose**

Draw a line between each item in Terms and the best match in Definitions.

**Terms**

- A. Pipeline Hygiene
- B. Dashboards
- C. Reports
- D. Activity Tracking
- E. Run the Business (RTB)

**Definitions**

1. **Supports coaching conversations with facts**
2. **Ensures accurate stages, close dates, and data discipline**
3. **Creates a consistent rhythm for meetings and forecasting**
4. **Shows real-time metrics for faster decisions**
5. **Focuses on behaviors that drive results**

**Word Search – Sales Mastery Vocabulary**

Find the words hidden below (horizontal, vertical, or diagonal):

Words to Find:

PIPELINE HYGIENE	I S T R O P E R Y E N V V G G B U F K Z
DASHBOARDS	I G D H N J I T D A S H B O A R D S Q K
ACCOUNTABILITY	T Y S U B T I P K R C Y W F Z H I I C X
REPORTS	J P K D Q V S V E R G G Z V F K J Y T D
FORECASTING	Z B A E I F F E N L N I V F O V H C F T
ACTIVITY TRACKING	H I U T L C C N L L I E E H F Z D Z X W
COACHING	J T C Y T I L I B A T N U O C C A Q M O
SALES CLARITY	Q A N X R E A B C H S E E H J M P O D Y
IDENTIFY PATTERNS	Z C C N A N R T L Y A J V R L D B N T H
ACTIVITY TRACKING	T C O A C H I N G U C R R A P B W I L L
VISIBILITY	R V C D K V T U S S E N I S U B L T M T
BLUEPRINT	S B P H I R Y R K K R P V J I I X V A C
RUN THE BUSINESS	Y F I T N E D I A O O B R A B G U E T R
	A G Y G G H W C K C F V N I I L G I P W
	O W H D E Y S D N M K S S I N C X T E P
	X F C F B C K M U R Y I C H K T H E F C
	M T R C S B O N Y E V L N A K N Z G A O
	N D O T R O J J T H A I V G C Y W X O F
	E Q E T M G X C M P D X Q J M N G Q X D
	P J U Z D C Z S Y E X L B M A X X V E E



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## Sales Mastery: Driving Growth with Sugar

Webinar Handout

### Short Answer – Reflect & Apply

Answer briefly based on your role.

1. What does “full pipeline visibility” mean for your team?
2. Which pipeline hygiene practice do you need to reinforce most?
3. How could reports improve your 1:1 coaching conversations?
4. Which dashboard metric would help you make faster decisions?

### Fill-in the Blank - The Sales Mastery Blueprint

Complete the blueprint steps:

1. Define one sales \_\_\_\_\_
2. Enforce data \_\_\_\_\_
3. Validate with \_\_\_\_\_
4. Lead with \_\_\_\_\_
5. Embed into \_\_\_\_\_
6. Improve \_\_\_\_\_

### Key Takeaways

Write one takeaway for each statement:

- Start small, stay consistent:
- One operating rhythm:
- One system of truth:
- One process:

### Notes

Use this space to capture key takeaways, ideas, or action items.

Key Insights:

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Ideas to Apply in Sugar:

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Questions to Follow Up On:

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Thank You for Attending!

Next up in the series:

- [Feb 3: Seeing Success – Building Actionable Dashboards in Sugar](#)
- [Feb 10: From Data to Direction – Mastering Reports in Sugar](#)