

DATA SHEET

SALES TEAM ANALYTICS FOR MORE PREDICTABLE SUCCESS



A tremendous amount of money has been invested in the marketing side of businesses to better analyze how marketing spend converts to leads and ultimately deals.

Technologies like Marketo and Eloqua can give you deep detail on the top of the funnel and how to track perspective prospects while they evaluate your offering through your company's website. Salesforce (SFDC) then takes over and gives companies access to all the pipeline data imaginable at any instant of time to forecast potential outcomes. Sales teams are challenged every month making quota and converting inbound leads to closed deals while Sales VPs are trying to manage monthly pipeline predictability. But Salesforce does not have access to time series or historical data in order to analyze patterns in the data.

Therefore, the Sales VP's challenge starts with getting the right information in order to build the annual business plan. The exercise of setting quotas, filling out the sales team, and building the business plan requires integrating multiple data sources and applying experience to arrive at the best guess. The quota capacity per rep must be factored into the bookings line while combining historical sales performance with the sales forecasts from SFDC. Building the bookings component for the plan involves setting the right quotas by using the right historical information from the prior years, calculating the yield from the prior year's sales team while accounting for new sales reps and voluntary or involuntary turn over. The treadmill never stops – just as they finish the year, the race starts again.

Most sales executives don't have the time it takes to do this work due to their laser focus on closing deals and building new pipeline. The sales executive rarely has the best tools for doing this analysis. Once the plan is approved and locked, the monthly tracking of sales team yield, forecast to close ratios, pipeline development and many other statistics is usually done on an inefficient spreadsheet if at all. Most Sales VP's get fired when this complicated and ongoing exercise isn't attended to with the level of quality and attention necessary to grow the business and meet the expectations set by the investors.

It's time to give the Sales VP the same quality and depth of analytical tools the CMO has enjoyed for years. Step one is to build the quota capacity model or if a model is in place ensure that it is realistic and resourced appropriately. Once in place it needs to be managed, tracked and expanded throughout the year with quantitative yield analysis to the optimum curve that meets or exceeds the annual goal. Then as the business grows, different scenarios can be run against the model to ensure that the company hits its goals. This sales lifecycle analysis is not a simple exercise but the model can be set up so minimum monthly effort is required to maintain and expand to meet today's aggressive growth expectations.

Contact Accelent Consulting if you would like help with this analysis to improve your pipeline predictability to more effectively manage your business.

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Paul Doscher, Senior Partner at Accelent Consulting, has over 30 years experience in enterprise software across multiple verticals and channels, both domestic and internationally. Over the last 10 years Paul has been CEO of multiple venture-backed software startups and has a proven track record with public software companies.

Accelent Consulting helps businesses leverage digital marketing & sales to accelerate growth and optimize business performance. We have helped hundreds of companies move from ideas to results – far faster than they could by leveraging internal resources alone. Companies like NetApp, Cisco, SFDC, SAP, and Dassault Systemes and a host of startups have relied on Accelent to help drive marketing and sales results.

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