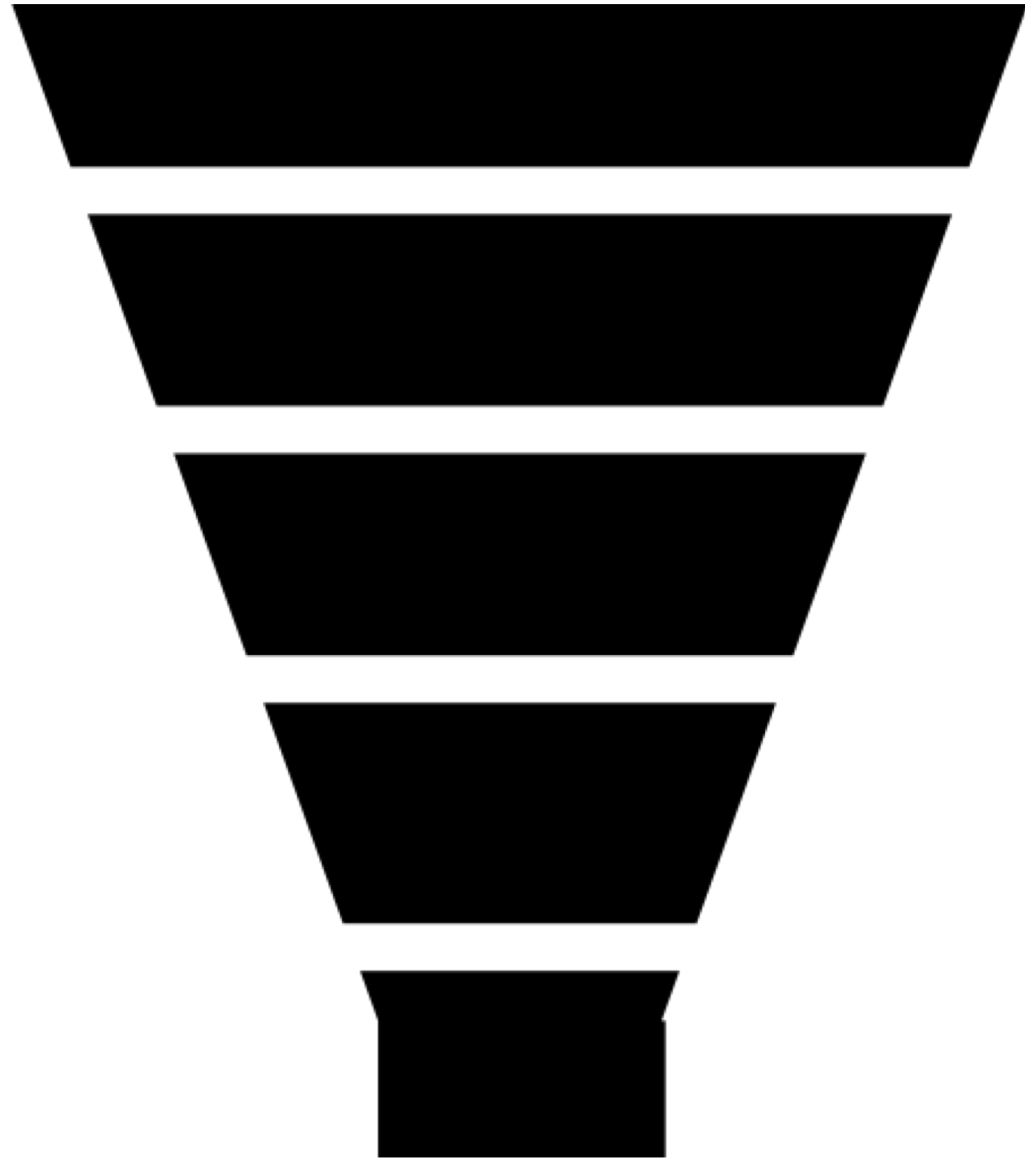


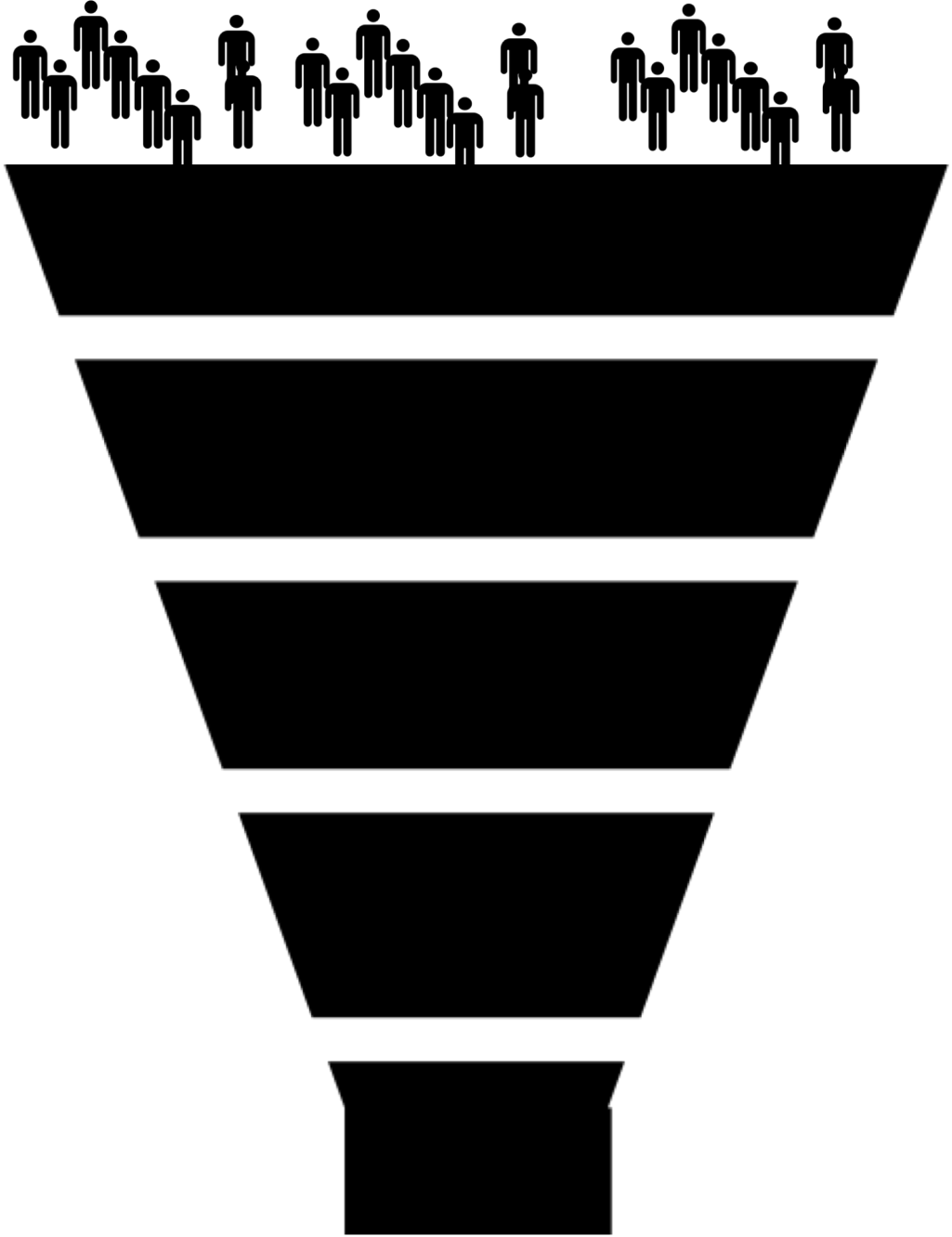
Complexity:

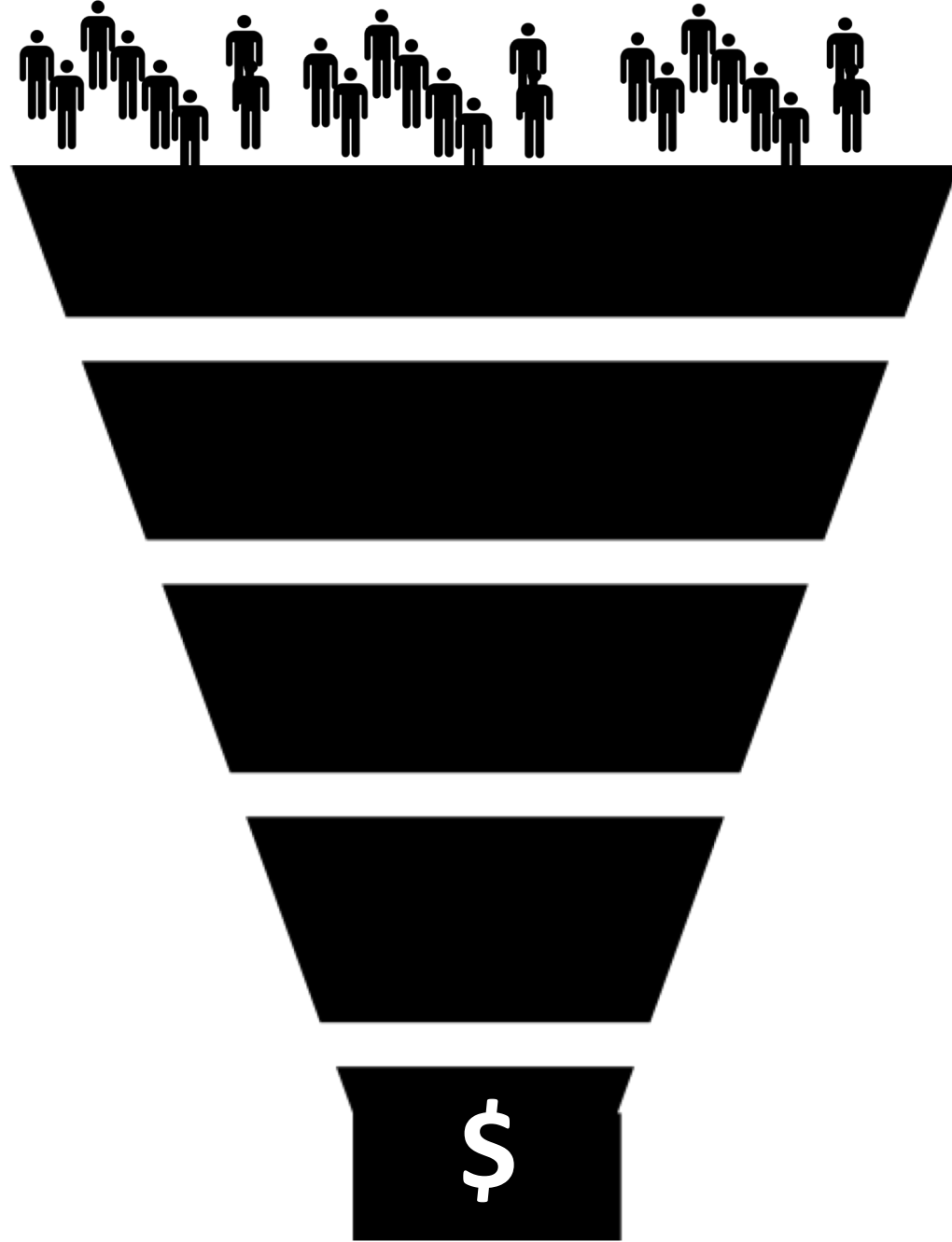
Metrics + Time

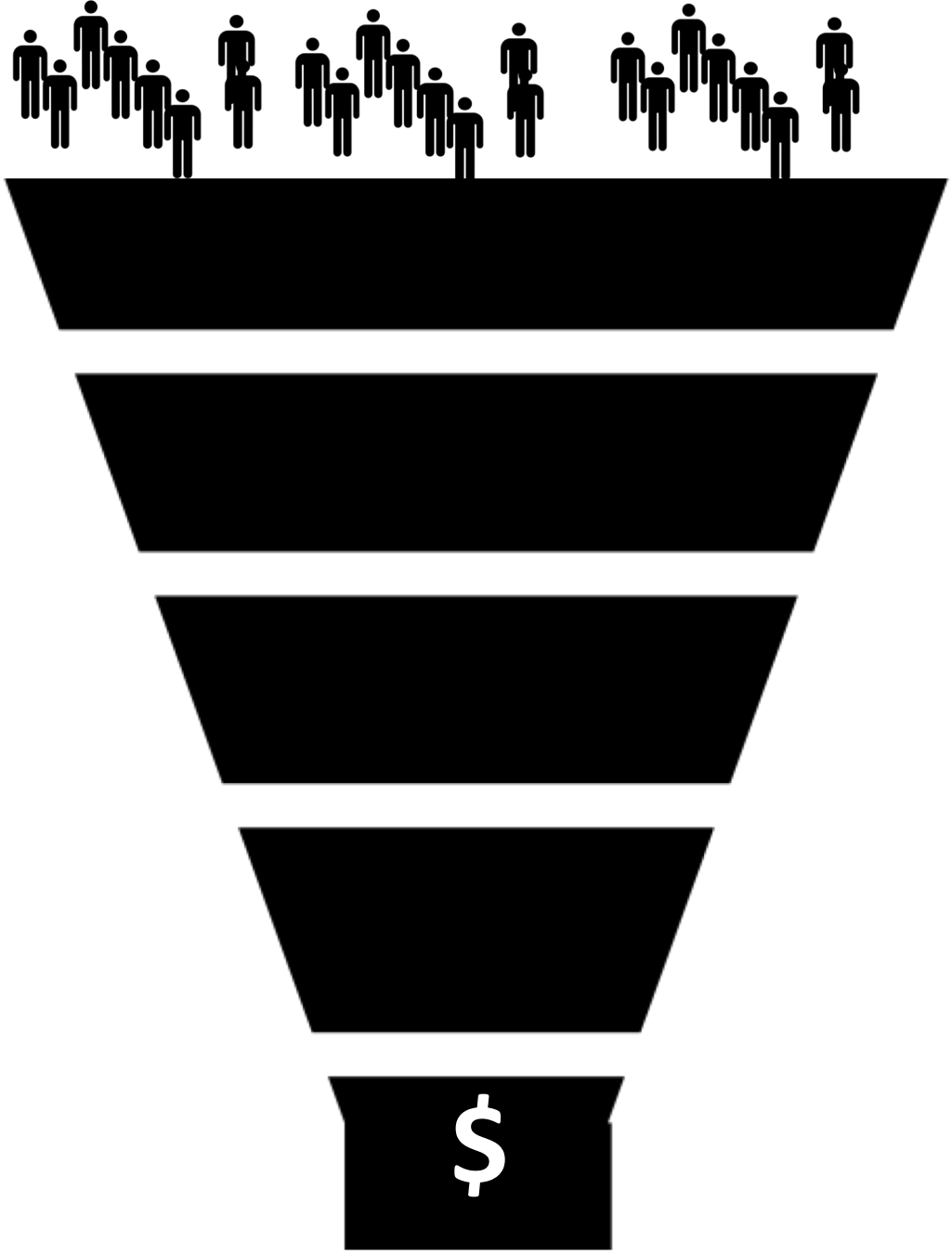


Telemetry **RT₃**[®]

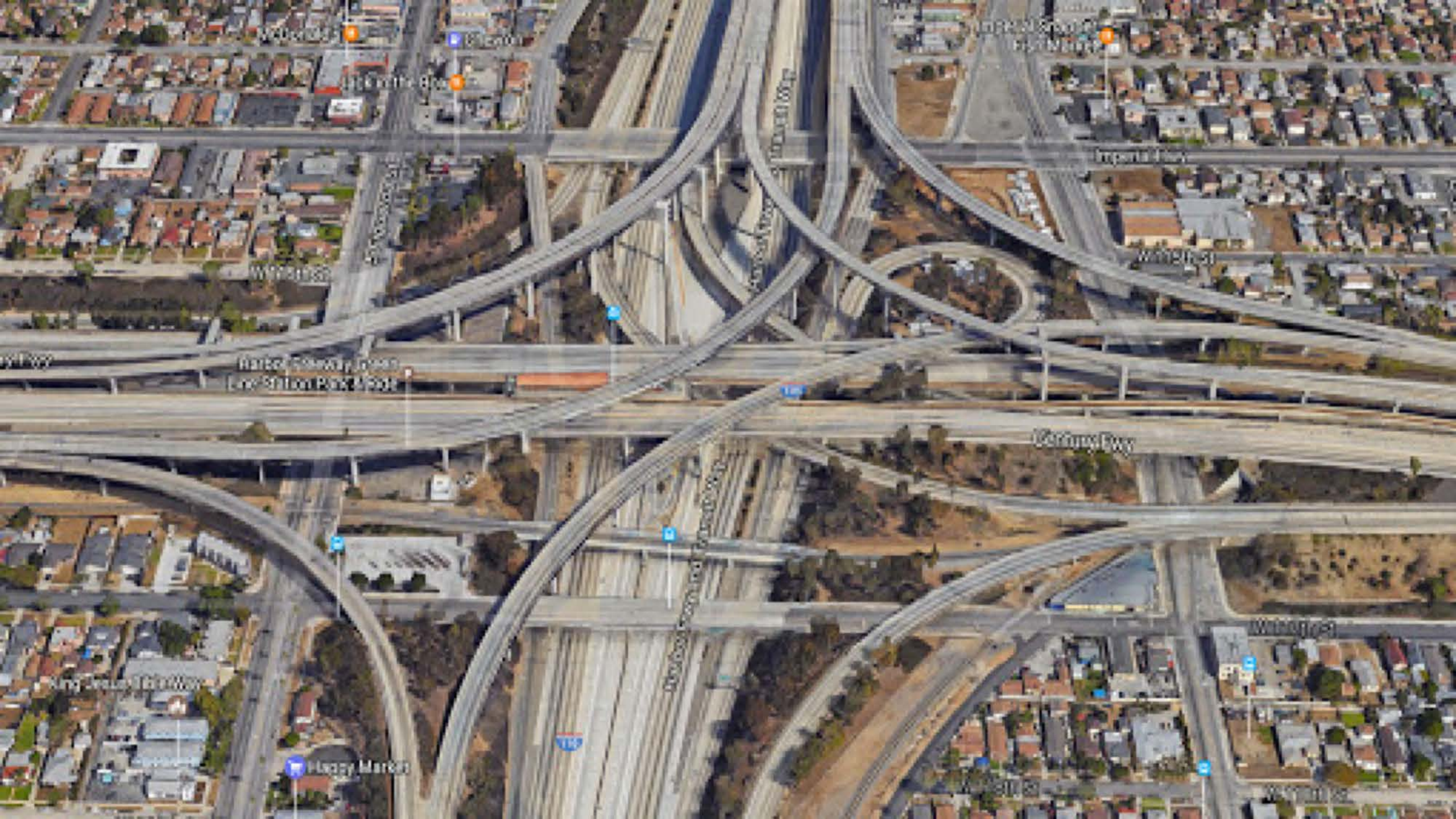












152

152

152

152

152

Market Community Center
152

152

152

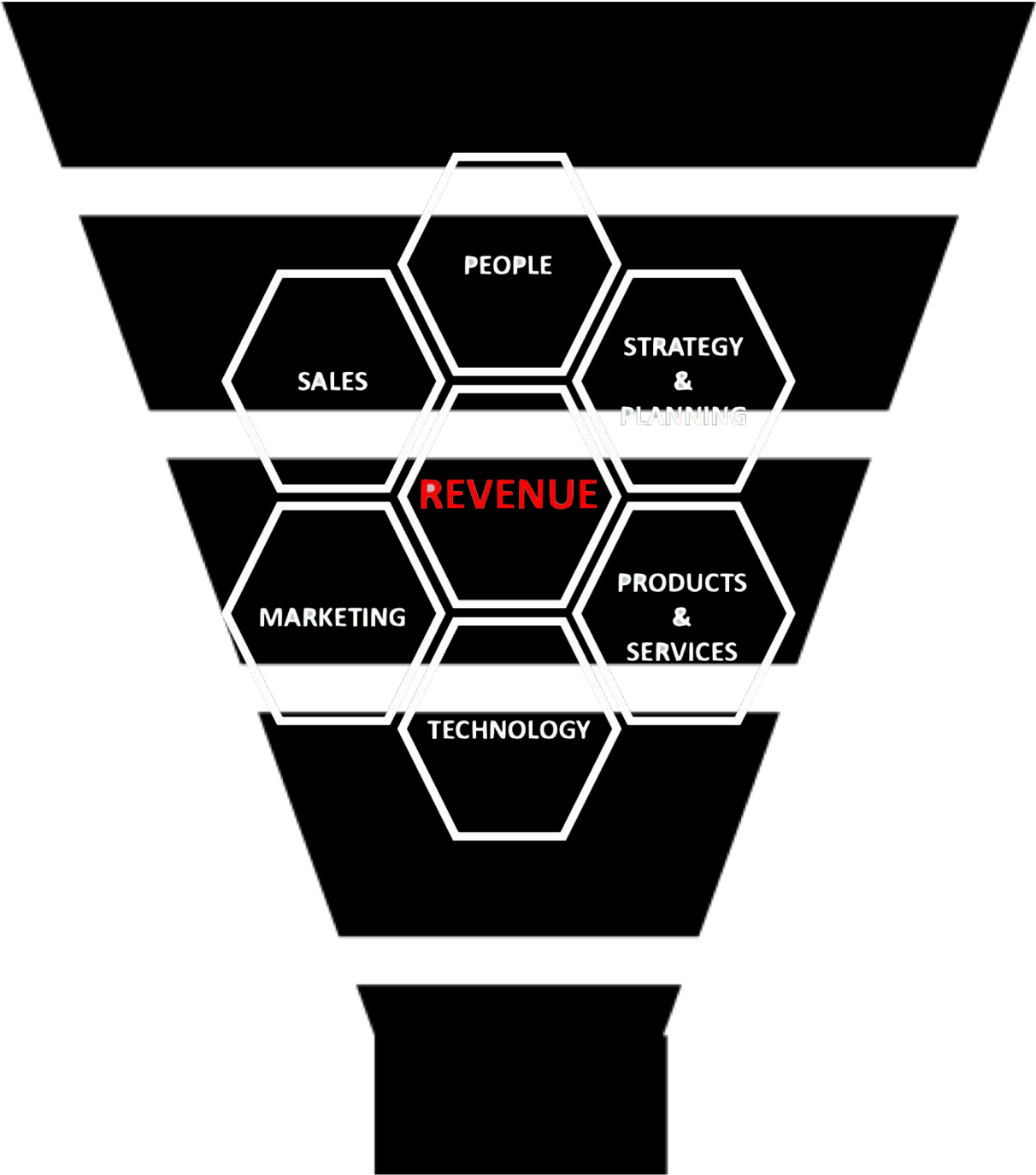
Happy Market

152

152

152





Sales Pipeline

Quarter One

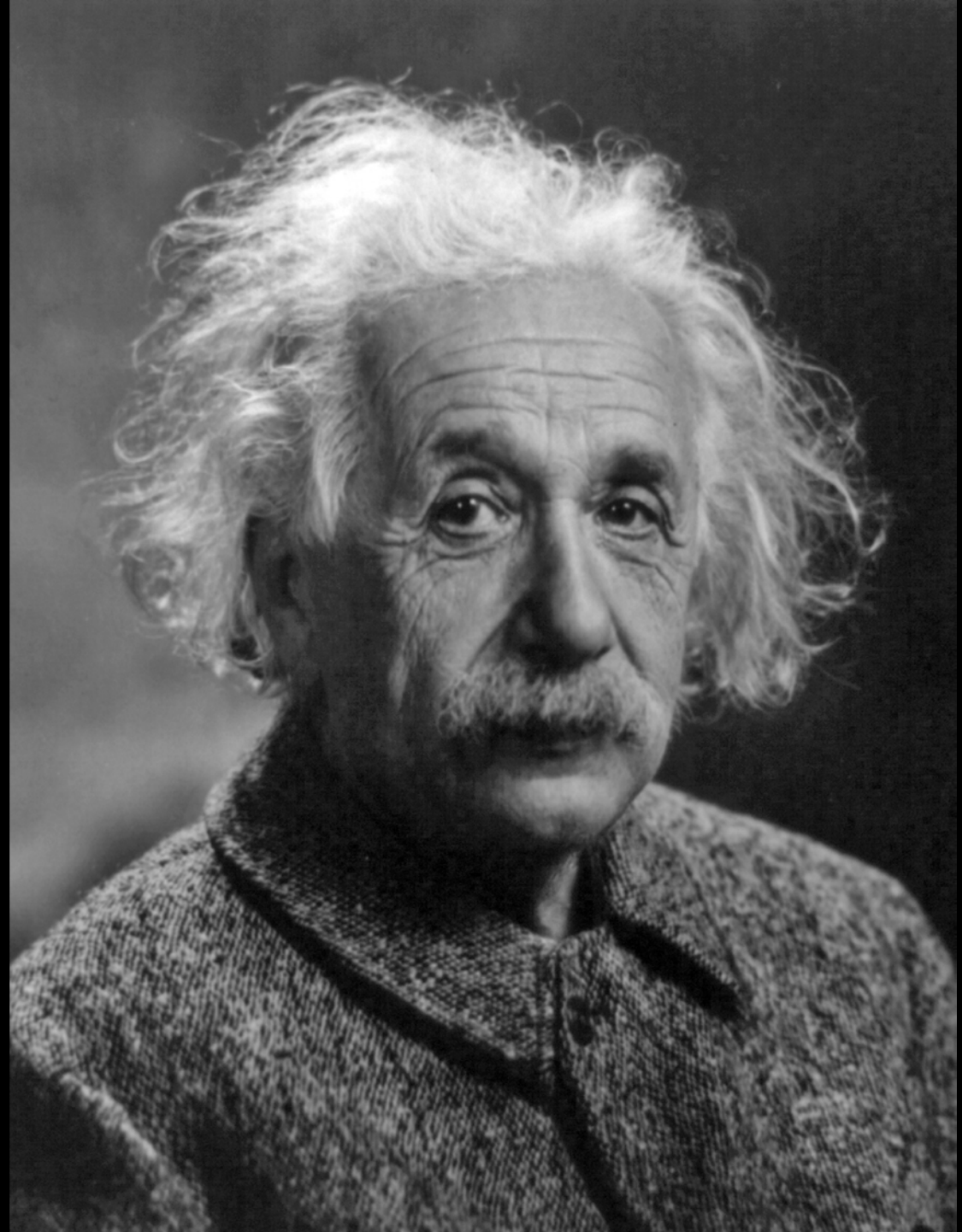
Deal Name:	Contact Name:	Deal Stage:	Deal Size:	Probability:	Weighted Forecast:	Expected Close Date:	Our Rep:	Next Steps:
Company ABC	James Williams	Contacted	\$110,000	15%	\$16,500	2/10/16	Kate	Follow Up on 2/17/16
Company XYZ	Emma Smith	Decision Maker Bought In	\$85,000	35%	\$29,750	2/22/16	Daniel	Follow Up on 2/25/17
Company FGH	Michael Jones	Contract Sent	\$75,000	80%	\$60,000	3/10/16	Logan	Follow Up on 3/12/16
Company LMK	Lily Miller	Closed - Won	\$70,000	100%	\$70,000	3/27/16	Emma	No Action Needed
Q1 Total			\$340,000		\$176,250			

Quarter Two

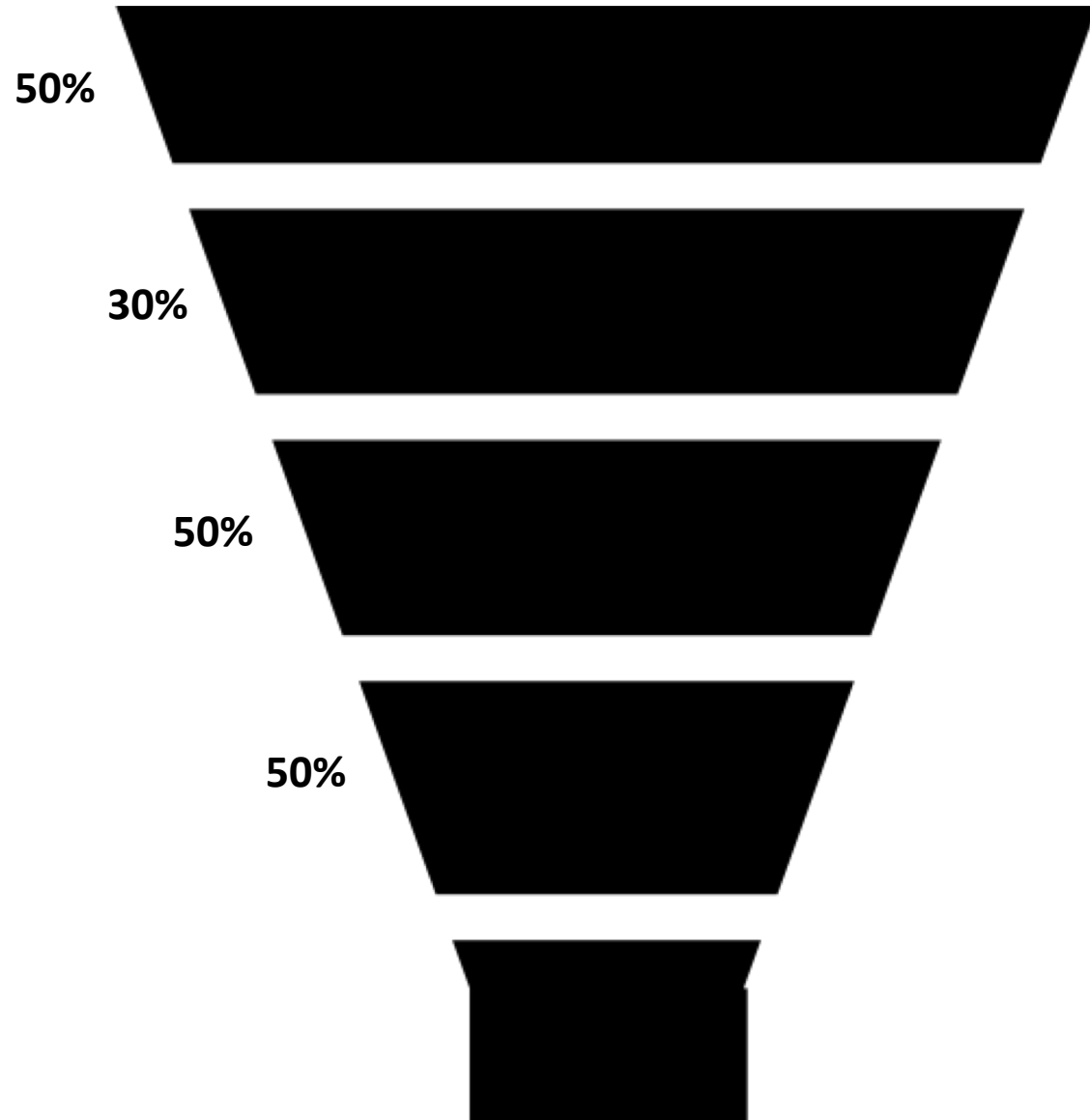
Deal Name:	Contact Name:	Deal Stage:	Deal Size:	Probability:	Weighted Forecast:	Expected Close Date:	Our Rep:	Next Steps:
Company ABC	James Williams	Contacted	\$110,000	15%	\$16,500	2/10/16	Kate	Follow Up on 2/17/16
Company XYZ	Emma Smith	Decision Maker Bought In	\$85,000	35%	\$29,750	2/22/16	Daniel	Follow Up on 2/25/17
Company FGH	Michael Jones	Contract Sent	\$75,000	80%	\$60,000	3/10/16	Logan	Follow Up on 3/12/16
Company LMK	Lily Miller	Closed - Won	\$70,000	100%	\$70,000	3/27/16	Emma	No Action Needed
Q2 Total			\$340,000		\$176,250			

“Not everything that counts can be counted, and not everything that can be counted counts.”

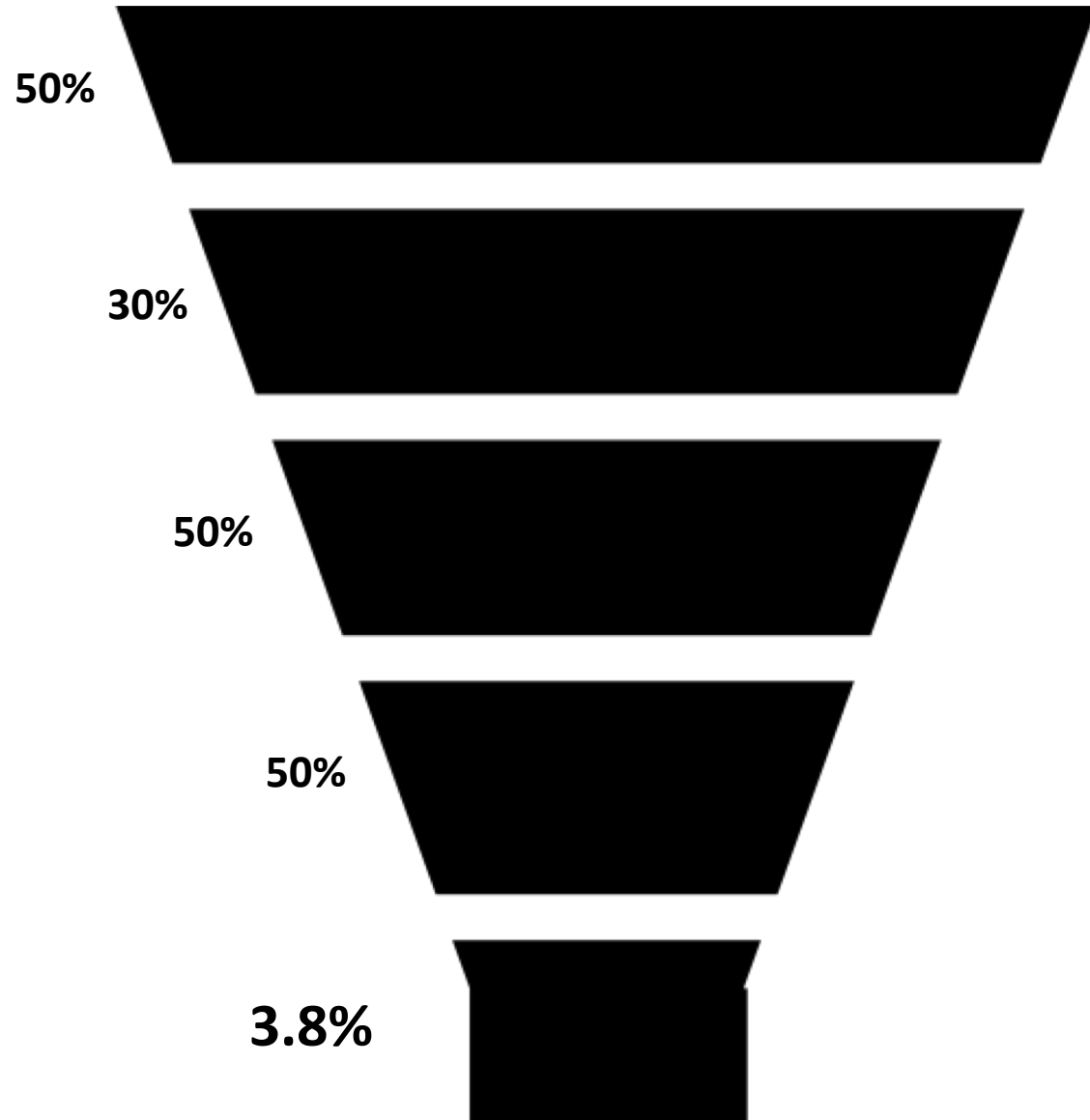
Albert Einstein



1. CONVERSION %



1. CONVERSION %



A winding road graphic representing the buyer's journey. The road starts at the bottom left and curves upwards and to the right, ending at the top right. It has a dashed white center line and solid white edge lines. The background is white.

**2. Troubled, Anxious
or Concerned**

**4. Clarifying
Needs**

**6. Rationalise
& Shortlist**

8. Engage

7. Select

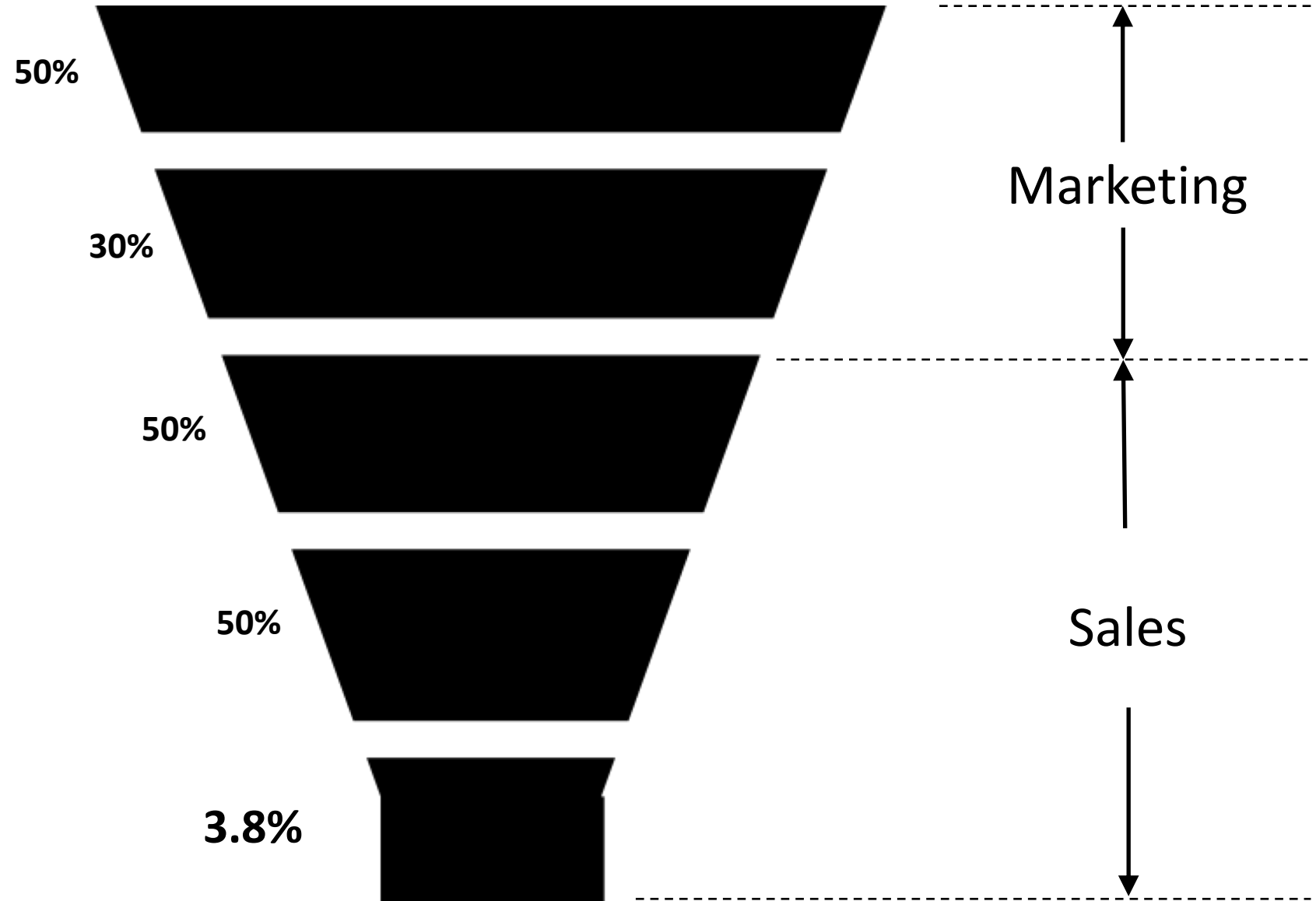
**5. Invite & Receive
Offers**

**3. Researching
Problem**

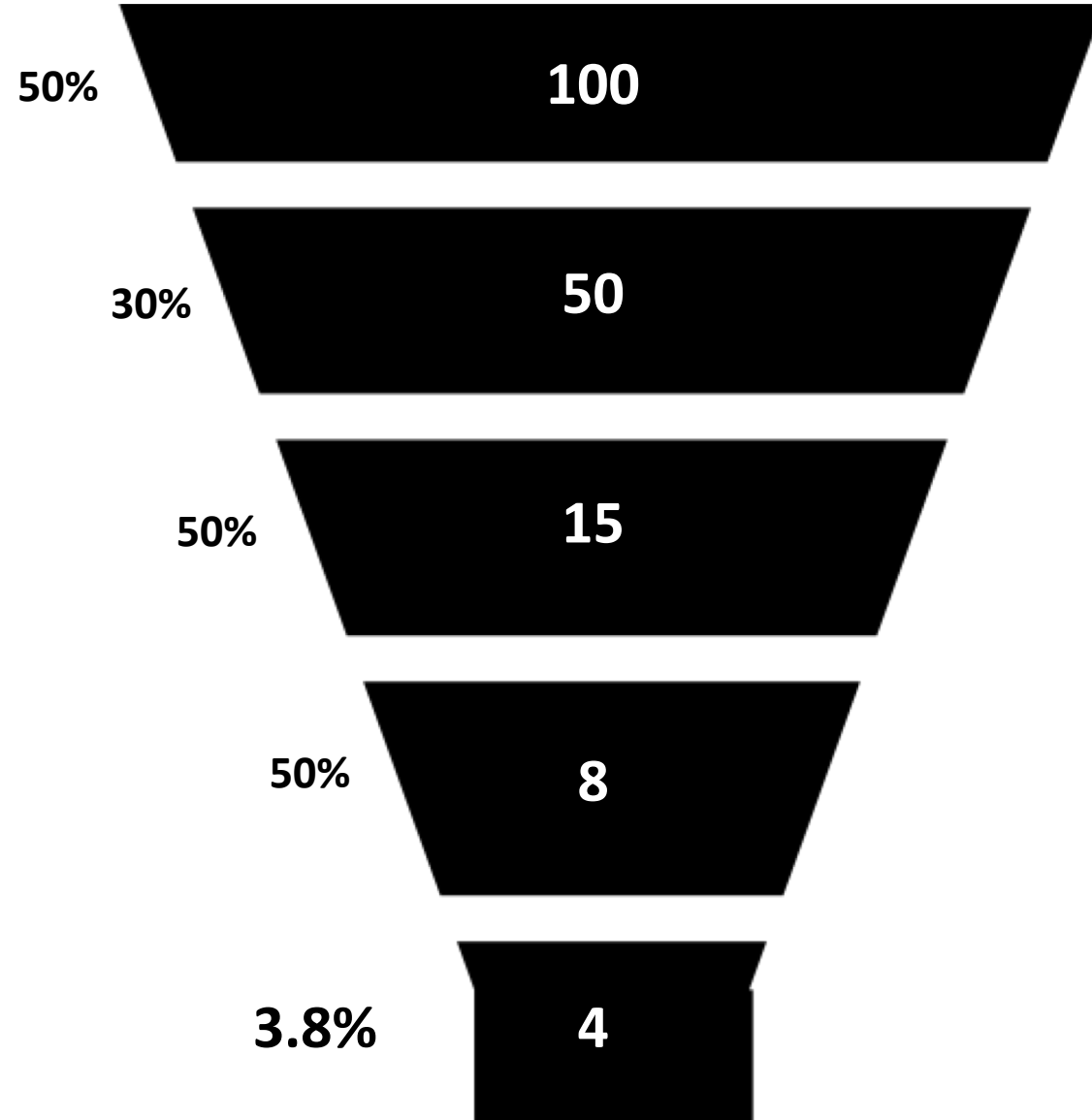
**1. Untroubled &
Unaware**

THE BUYERS' JOURNEY

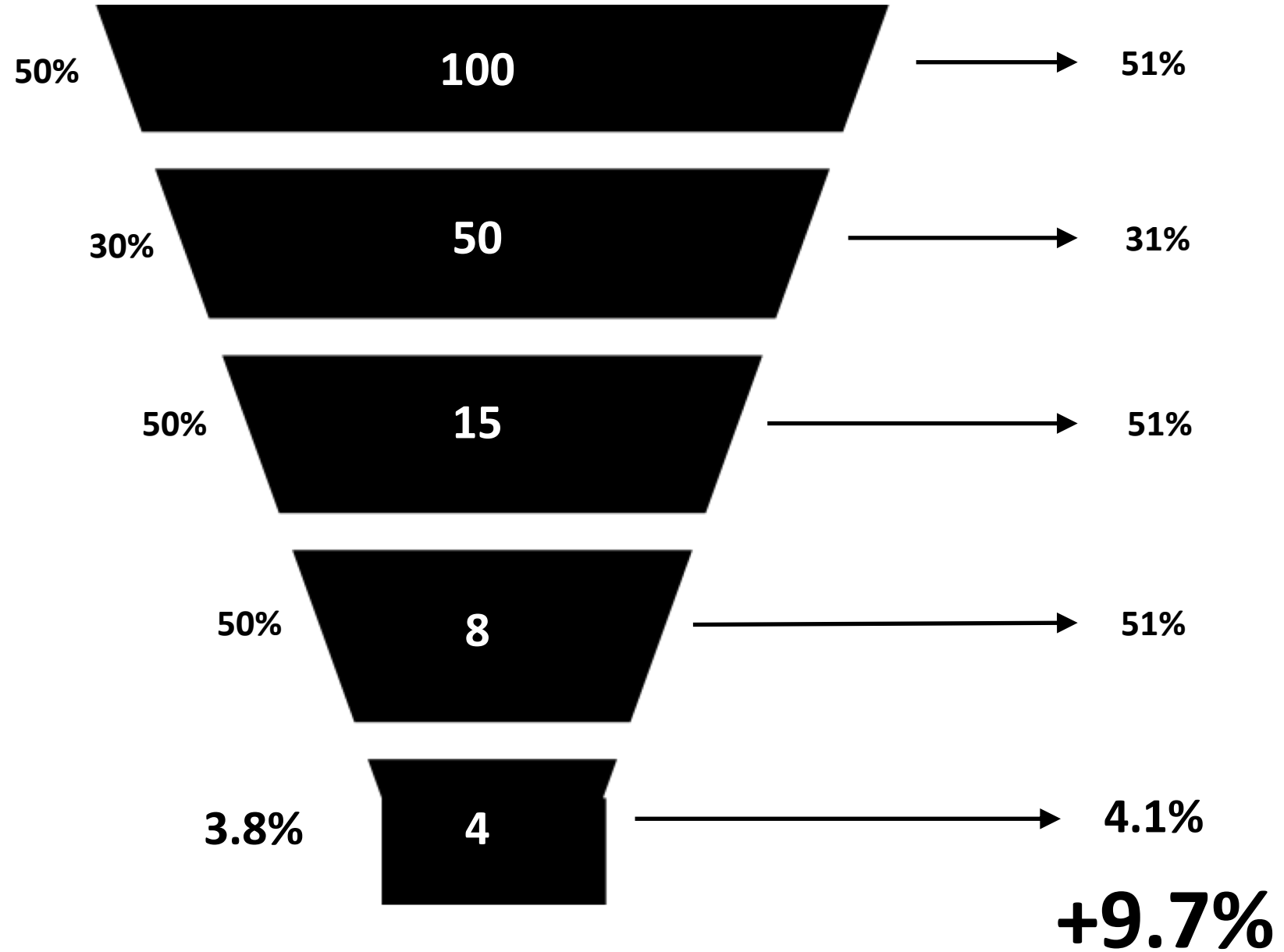
1. CONVERSION %



1. CONVERSION %

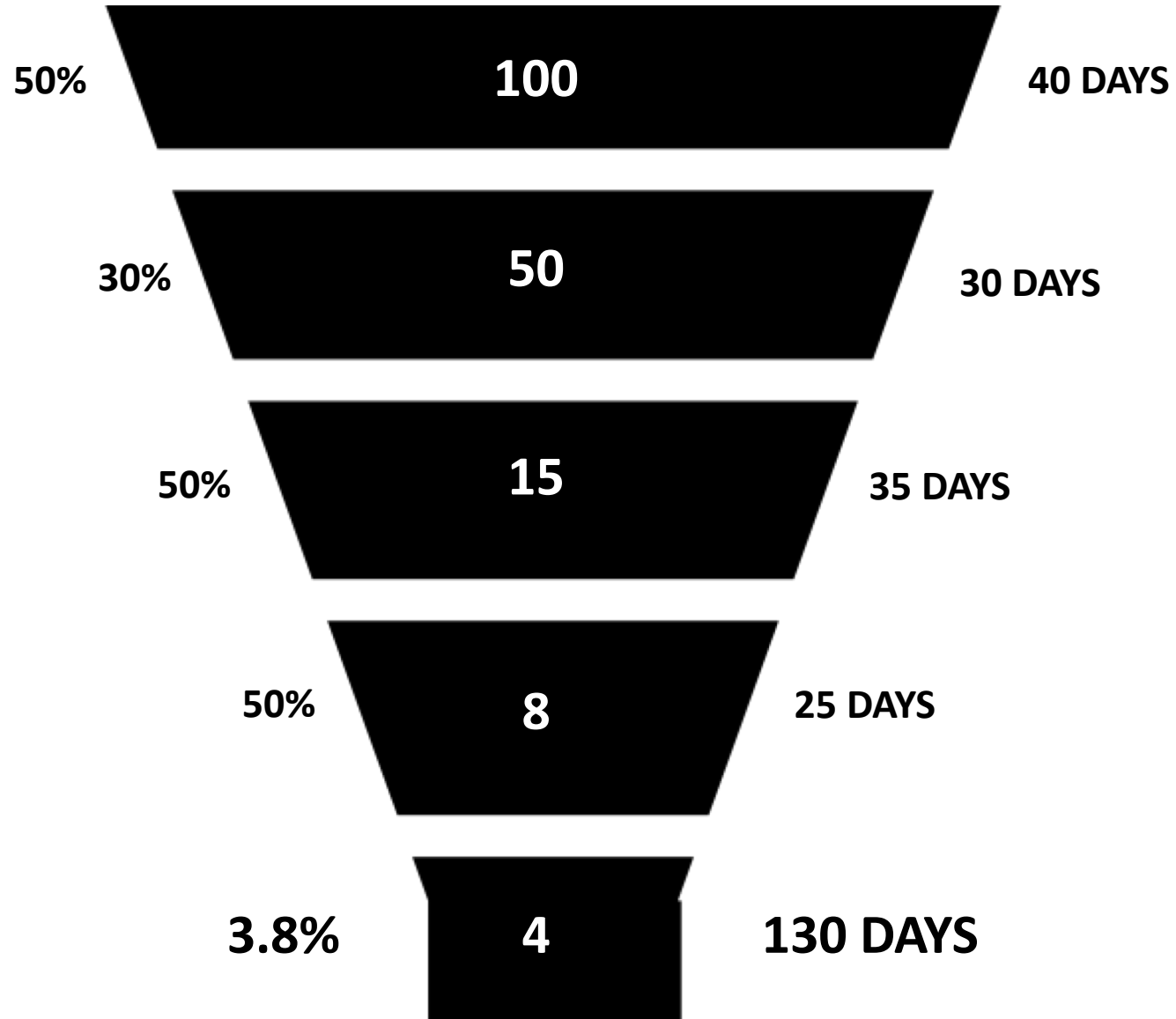


1. CONVERSION %

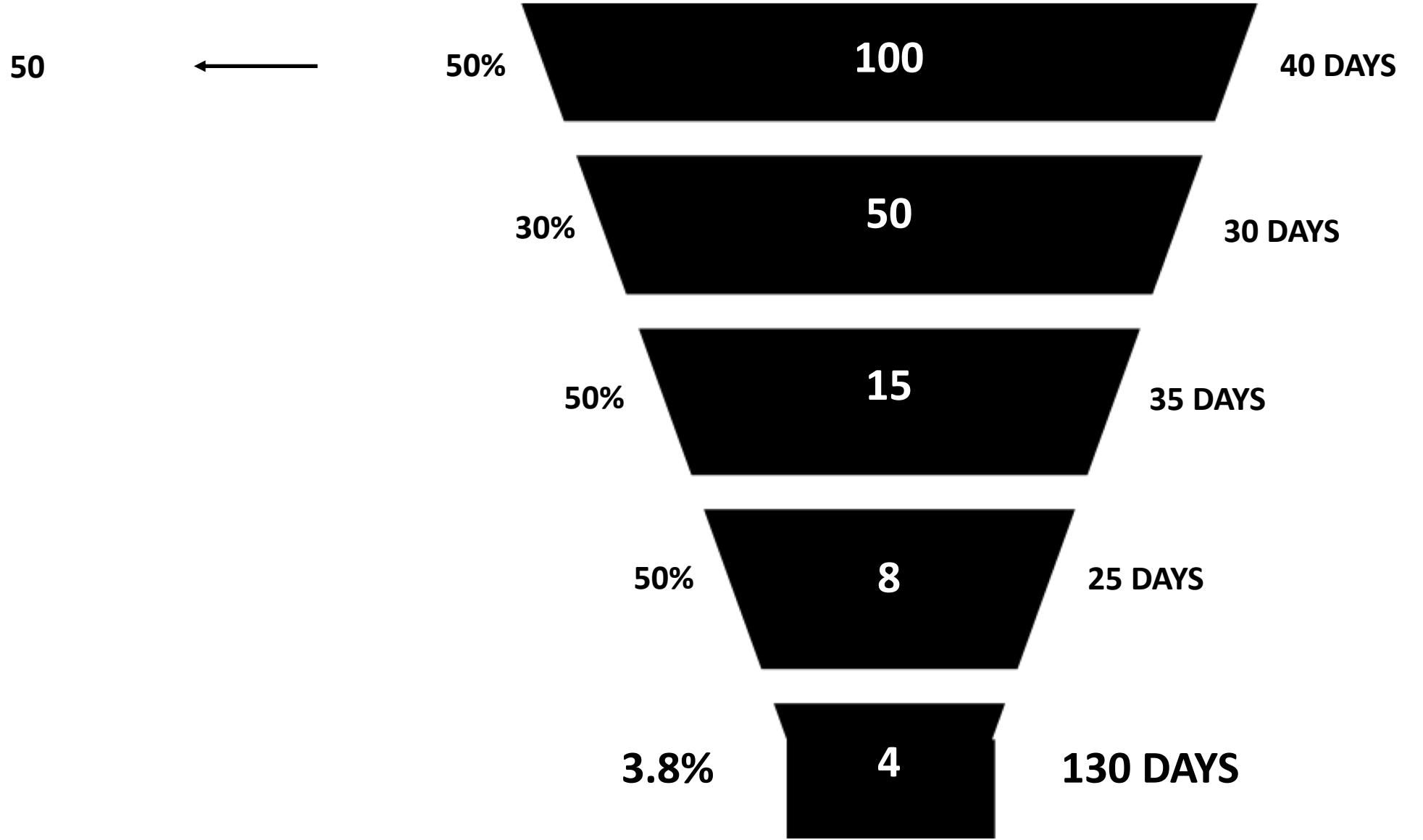


1. CONVERSION %

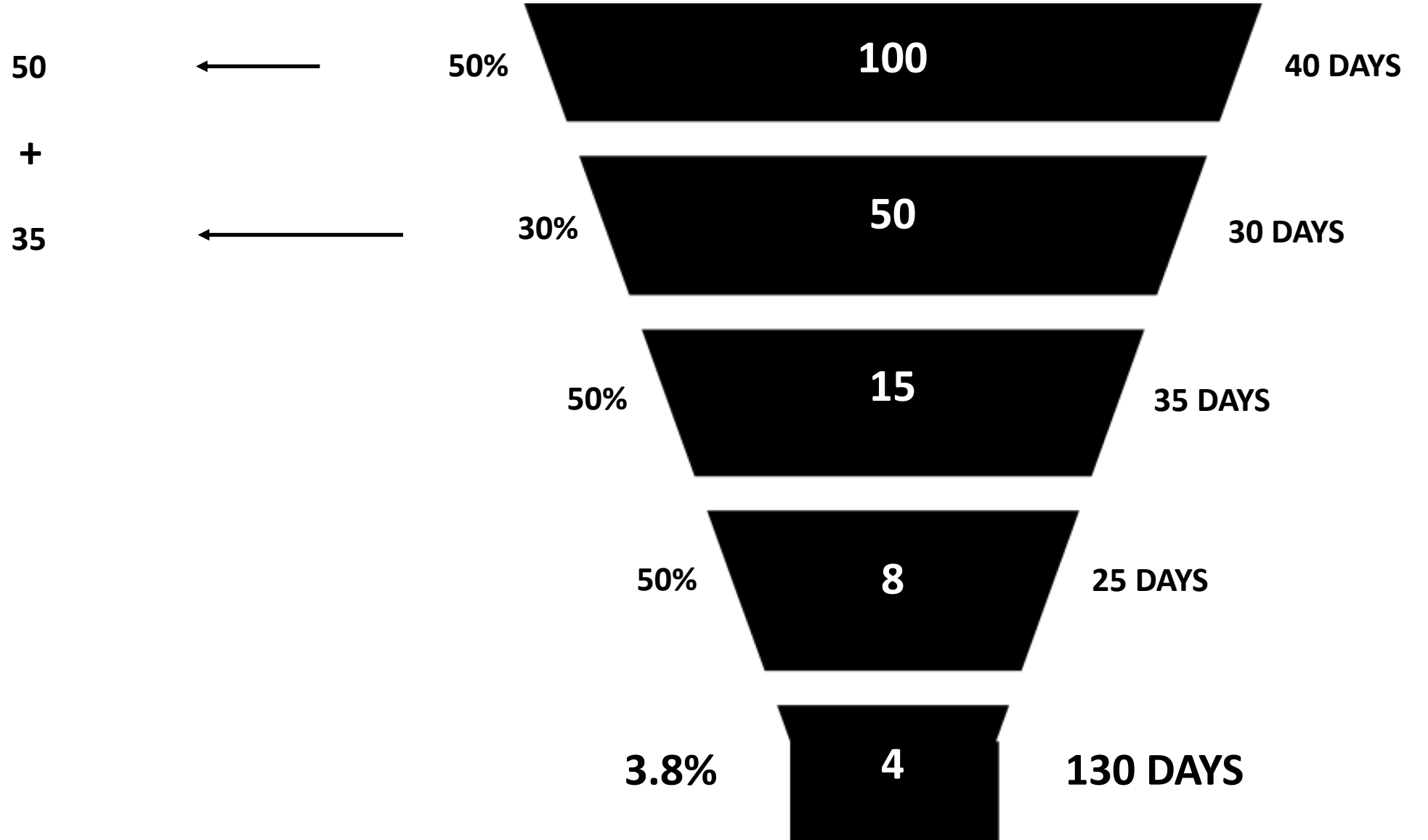
2. VELOCITY



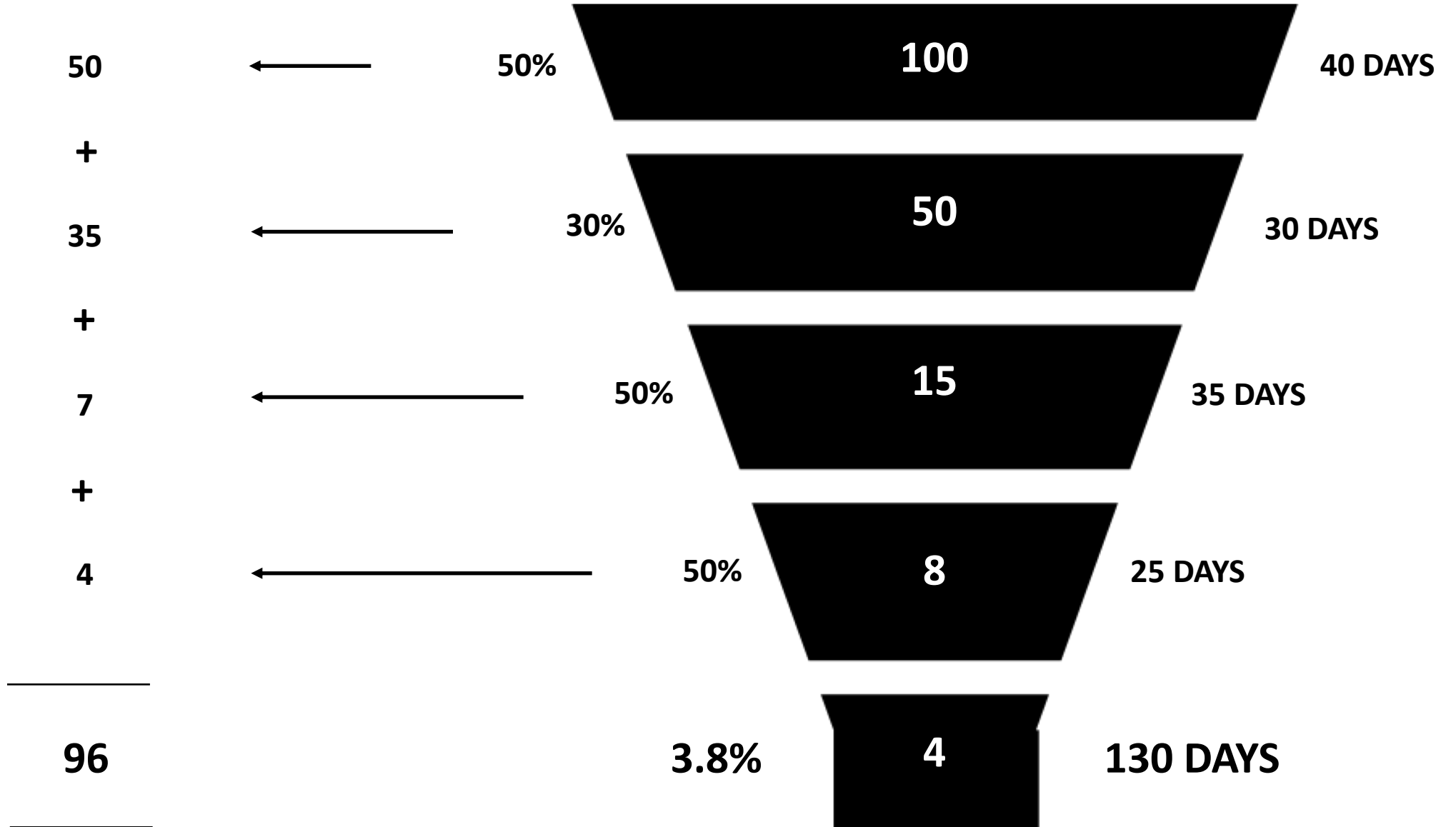
3. RECYCLING



3. RECYCLING



3. RECYCLING





1. CONVERSION



1. CONVERSION

2. VELOCITY



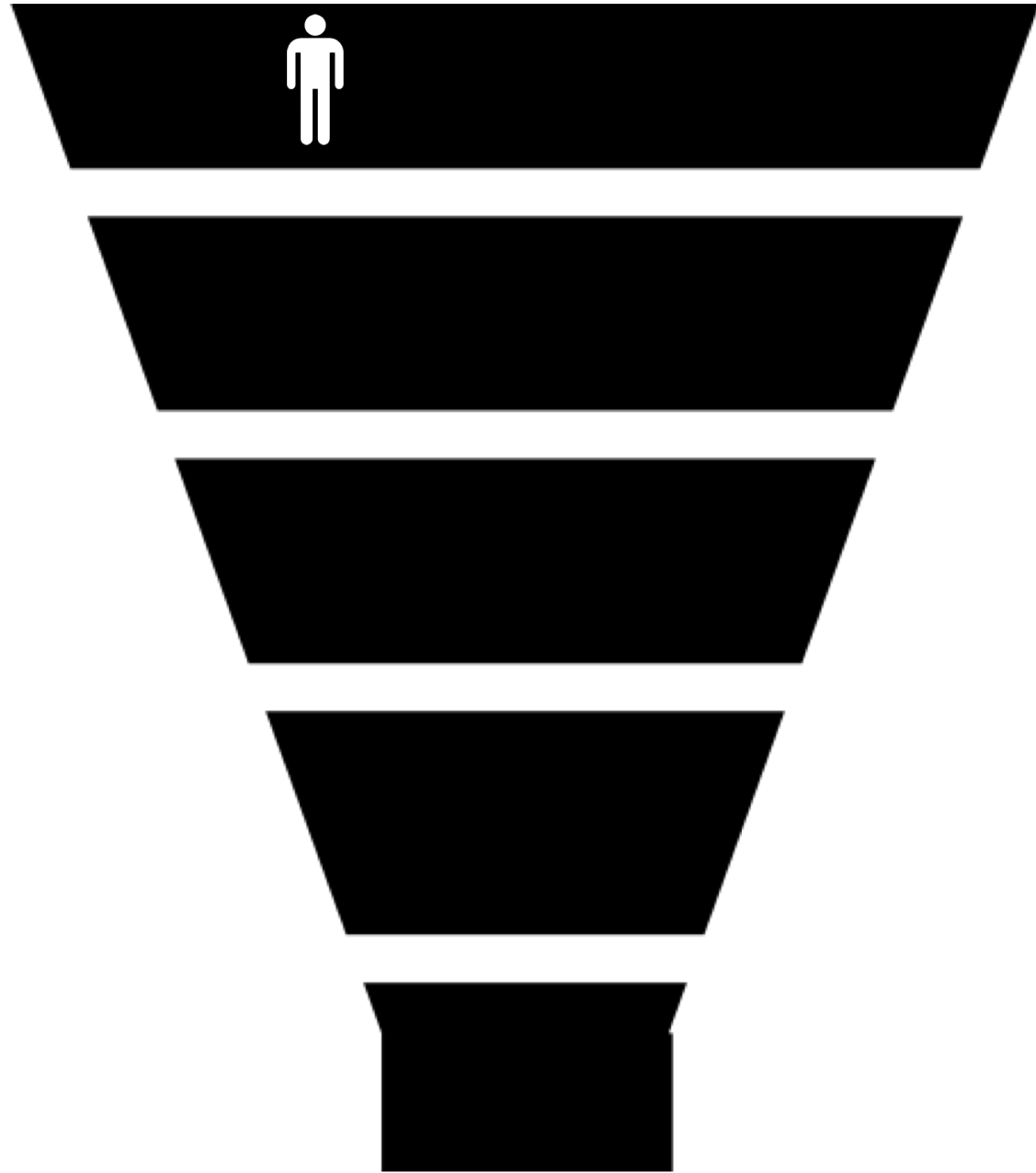
1. CONVERSION

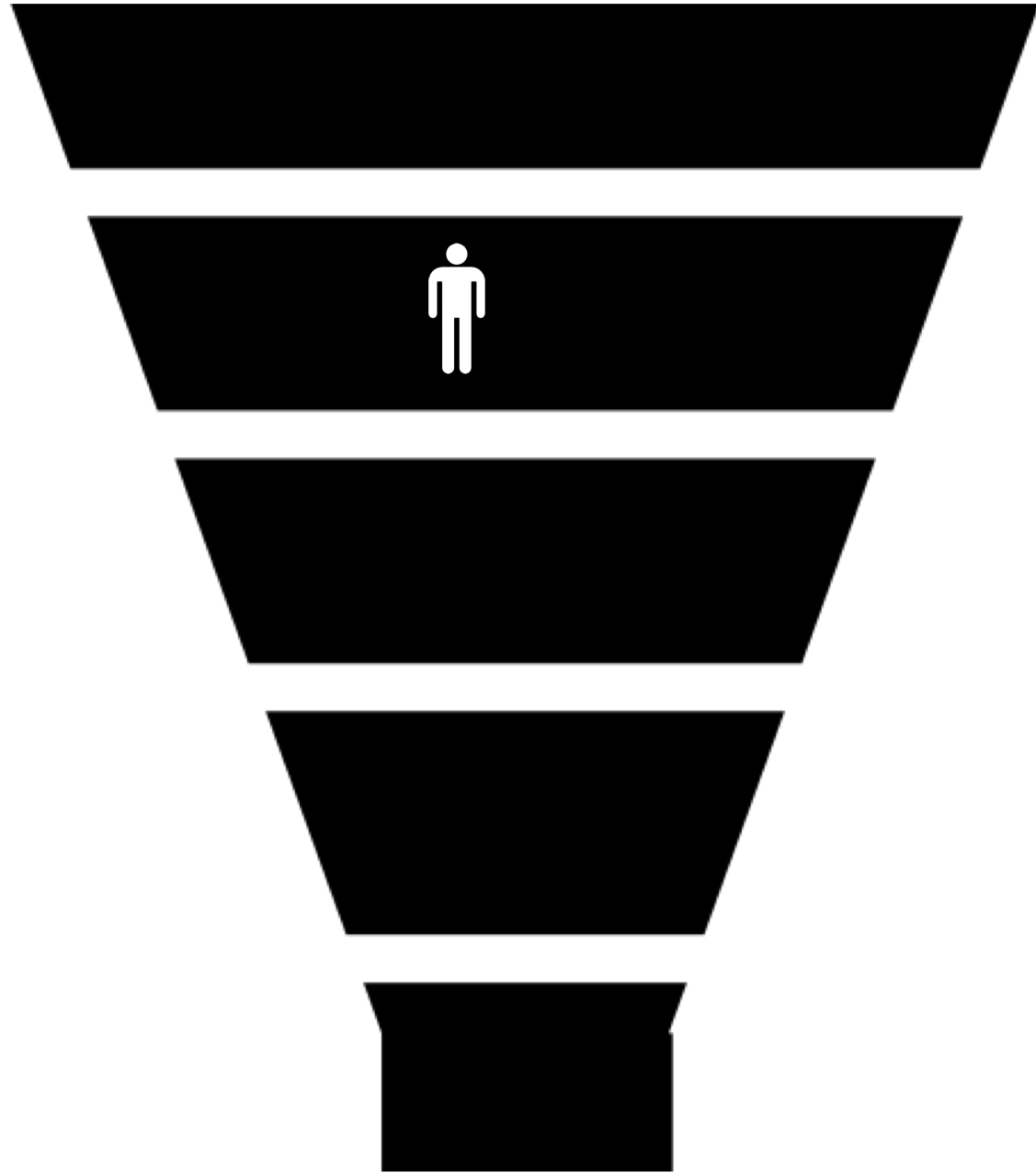
2. VELOCITY

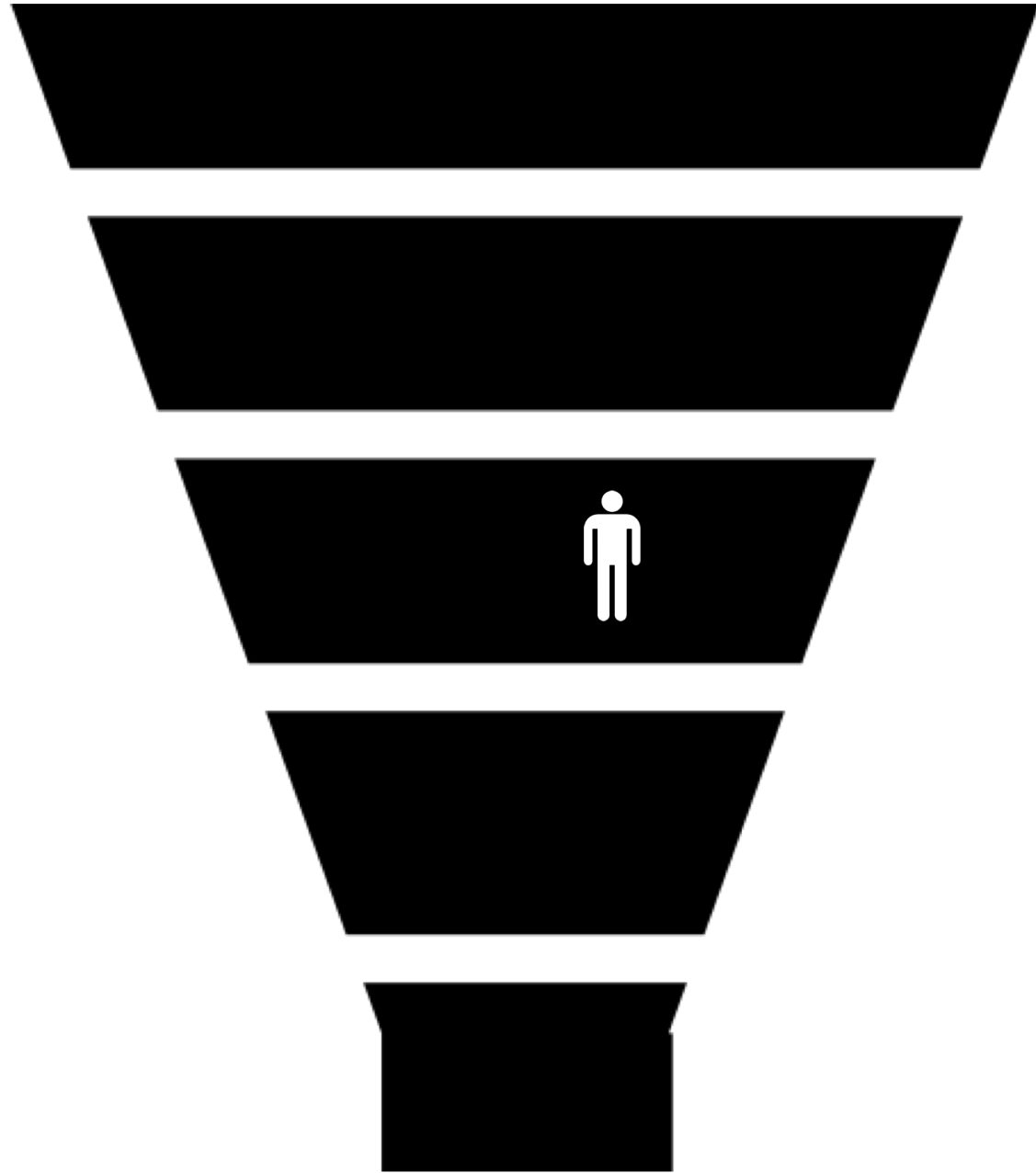
3. RECYCLING



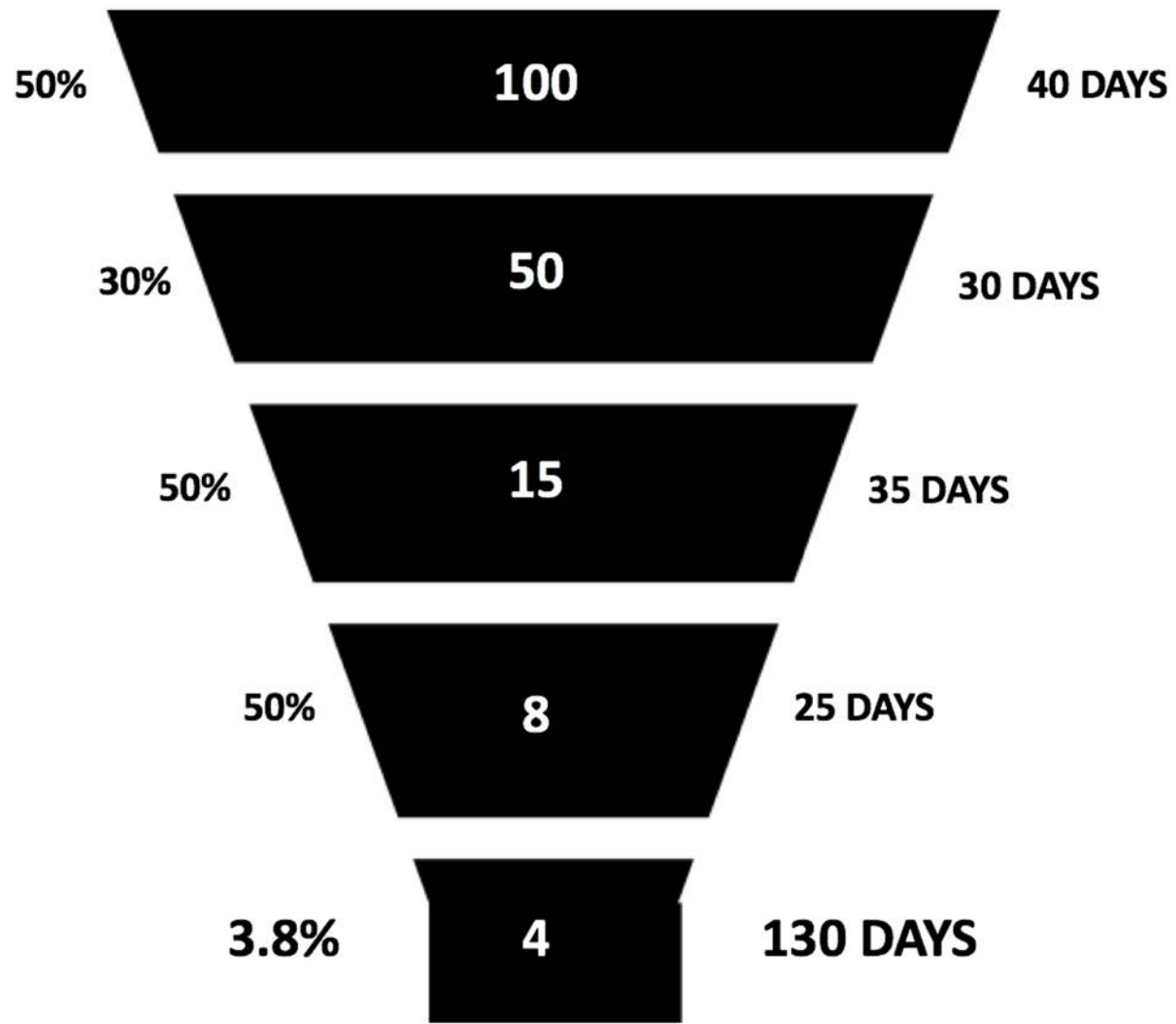
TIME











GOOD?

50%

100

40 DAYS

BAD?

30%

50

30 DAYS

BETTER?

50%

15

35 DAYS

WORSE?

50%

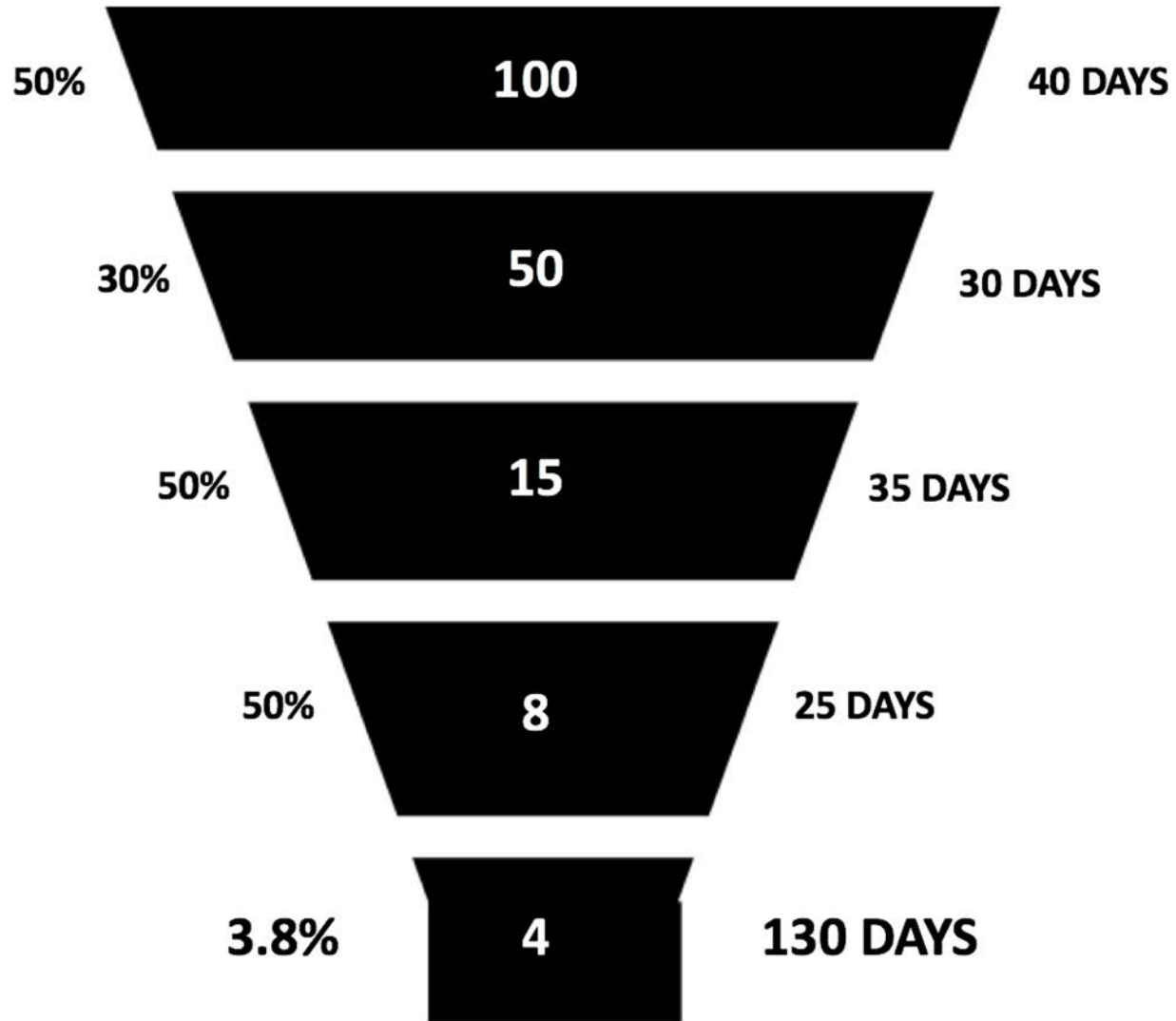
8

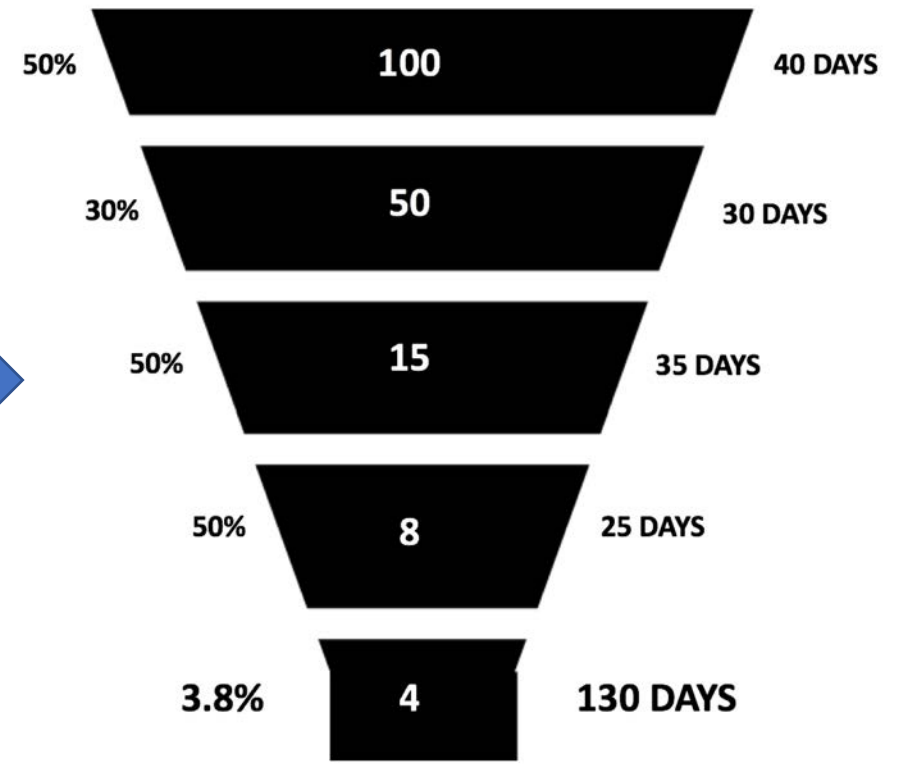
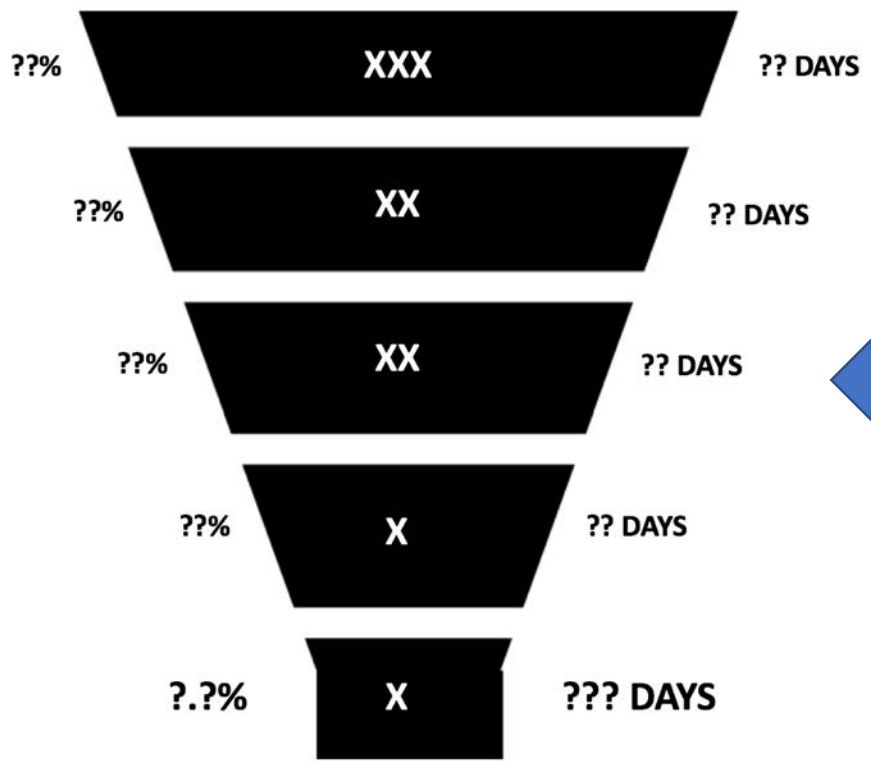
25 DAYS

3.8%

4

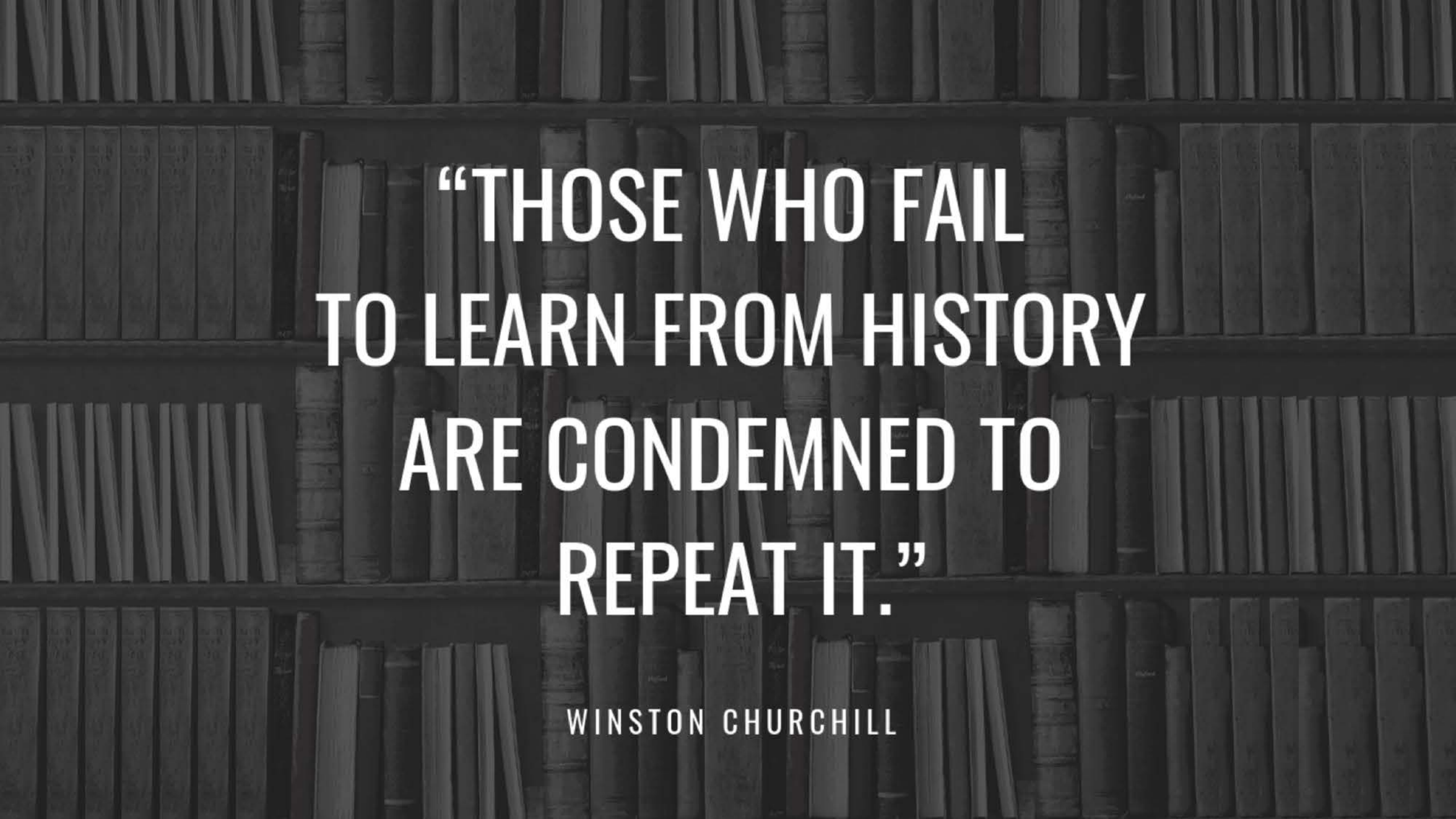
130 DAYS











**“THOSE WHO FAIL
TO LEARN FROM HISTORY
ARE CONDEMNED TO
REPEAT IT.”**

WINSTON CHURCHILL

