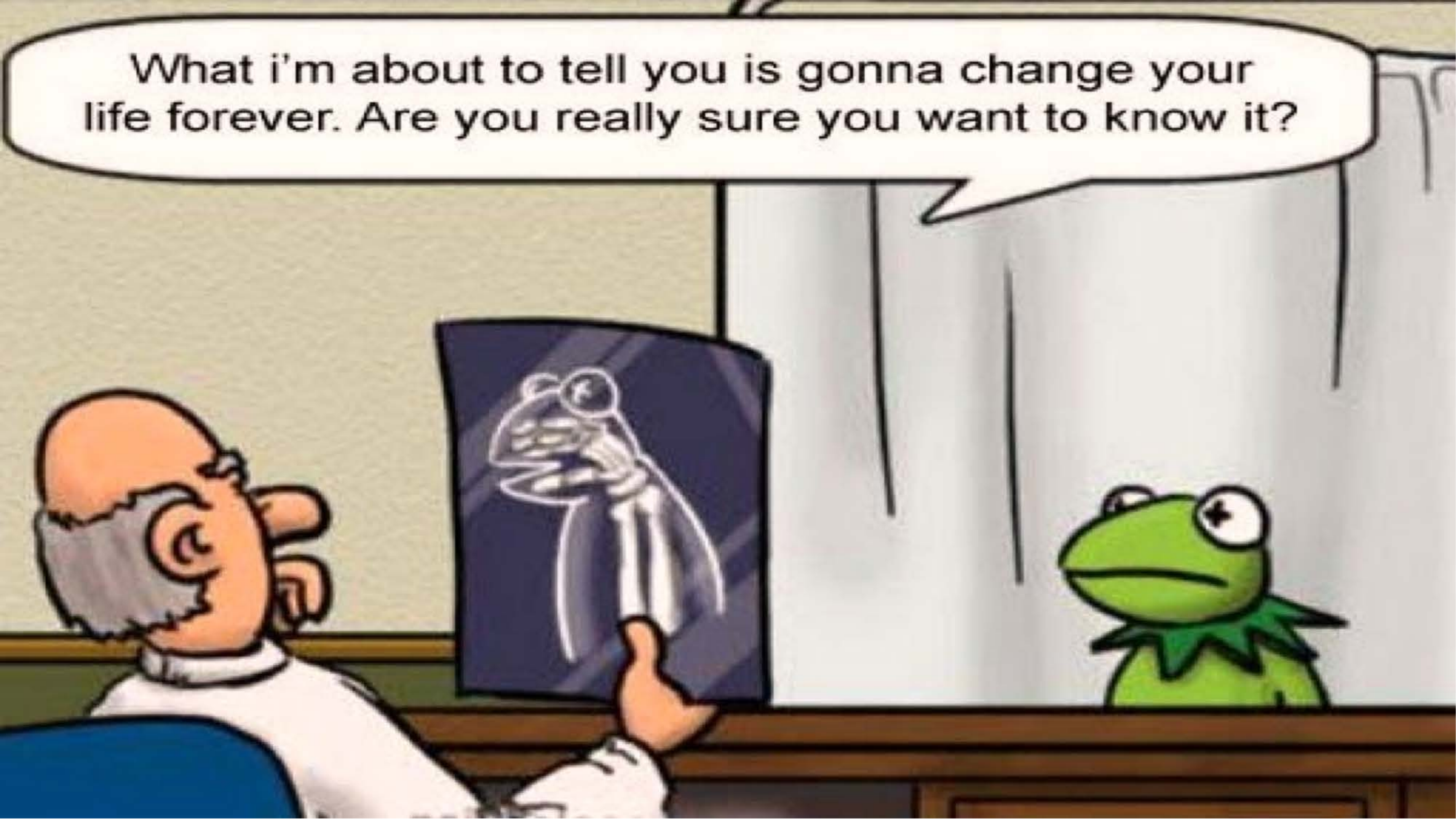
BUILDING A SUSTAINABLE REVENUE SYSTEM IN A PANDEMIC

RevenueTEK


What i'm about to tell you is gonna change your life forever. Are you really sure you want to know it?

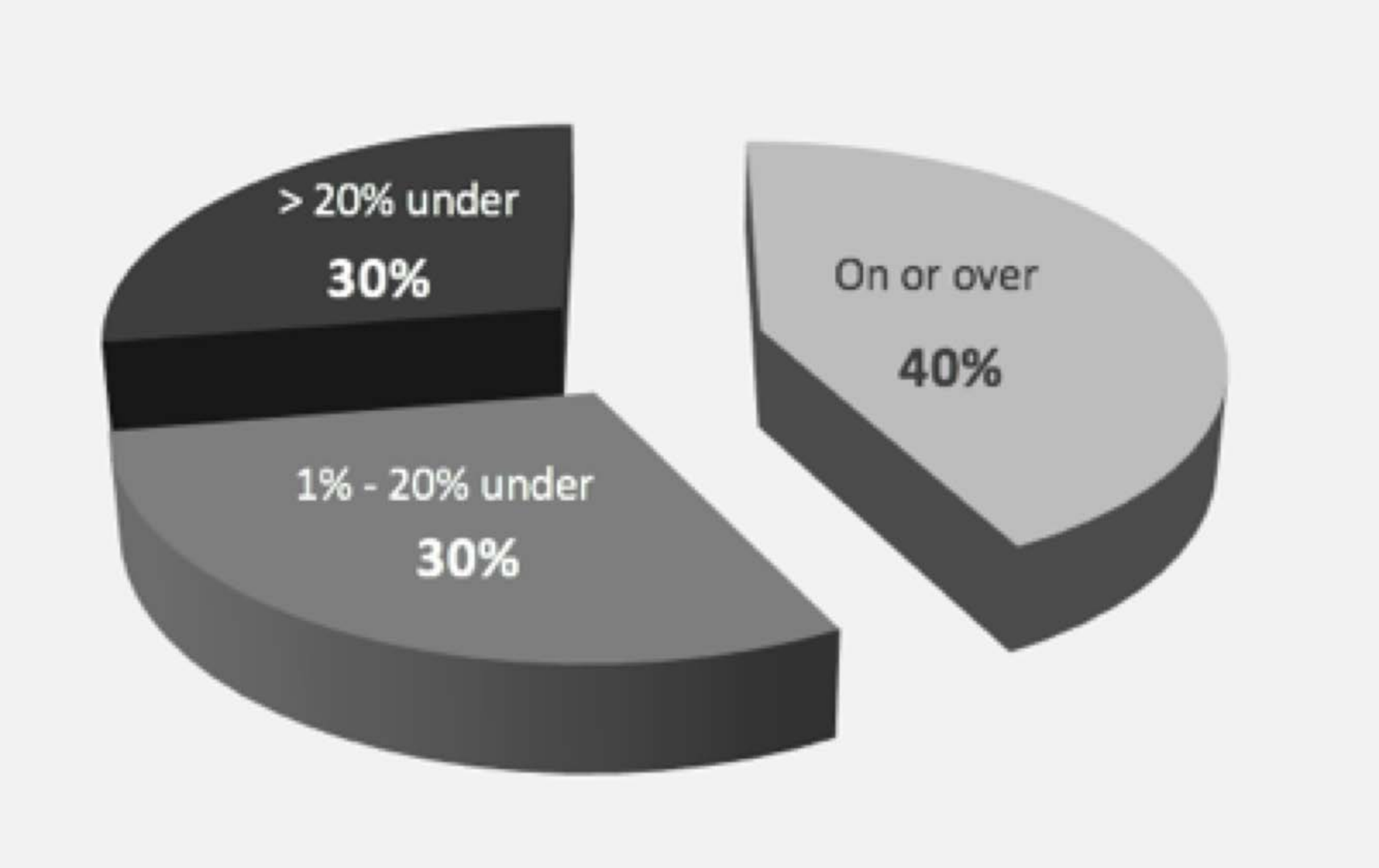
Globally only 1 in 250 sales people was achieving their sales target.

80% of sales people were making 48% or less of target.

Less than 10% of sales meetings were resulting in sales (F2F or online).

AND THAT WAS *BEFORE* COVID-19!

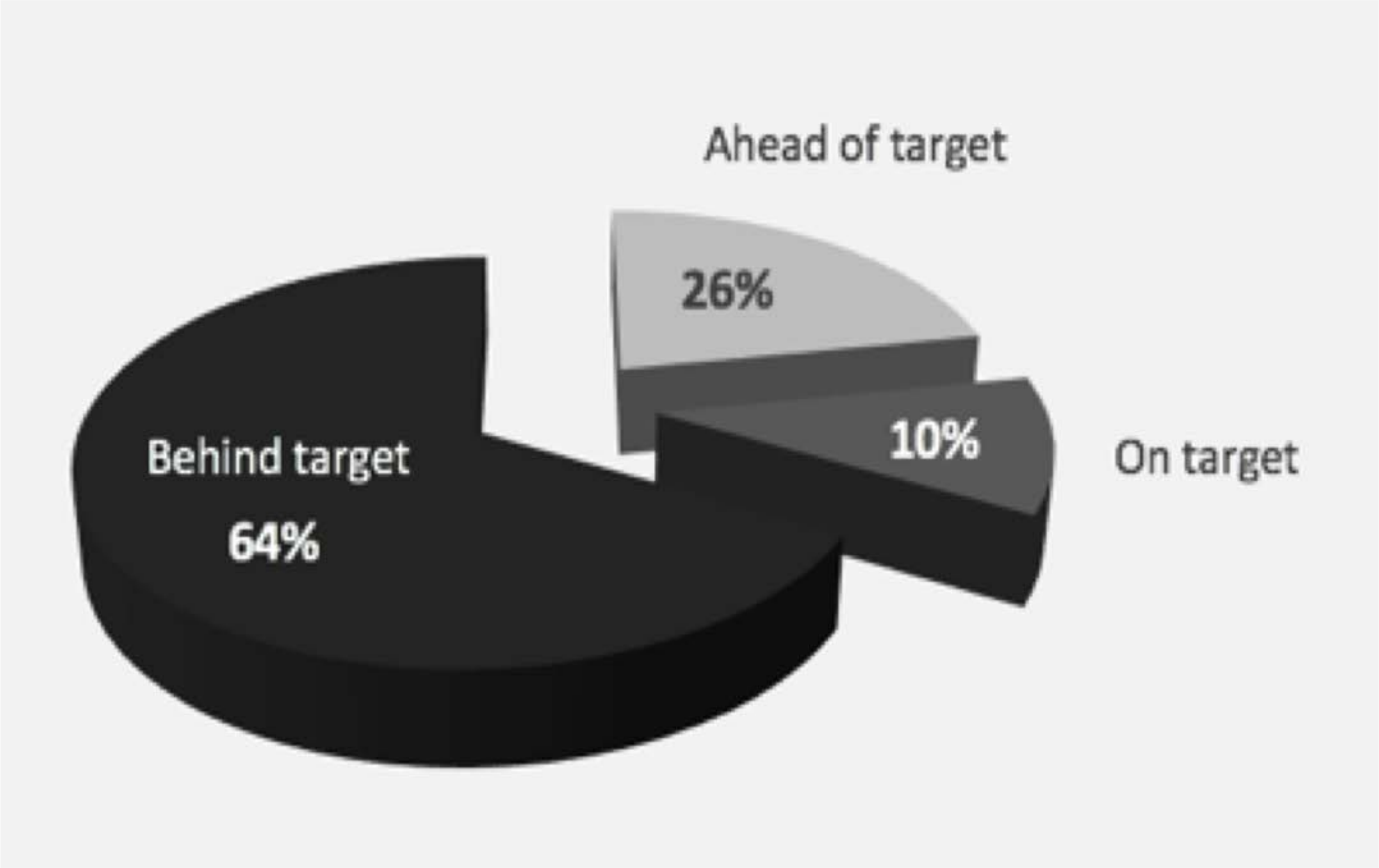
More BDM’s and sales rep’s than ever routinely FAIL TO MAKE TARGET



Percentage of BDM’s and sales rep’s who achieve quota.

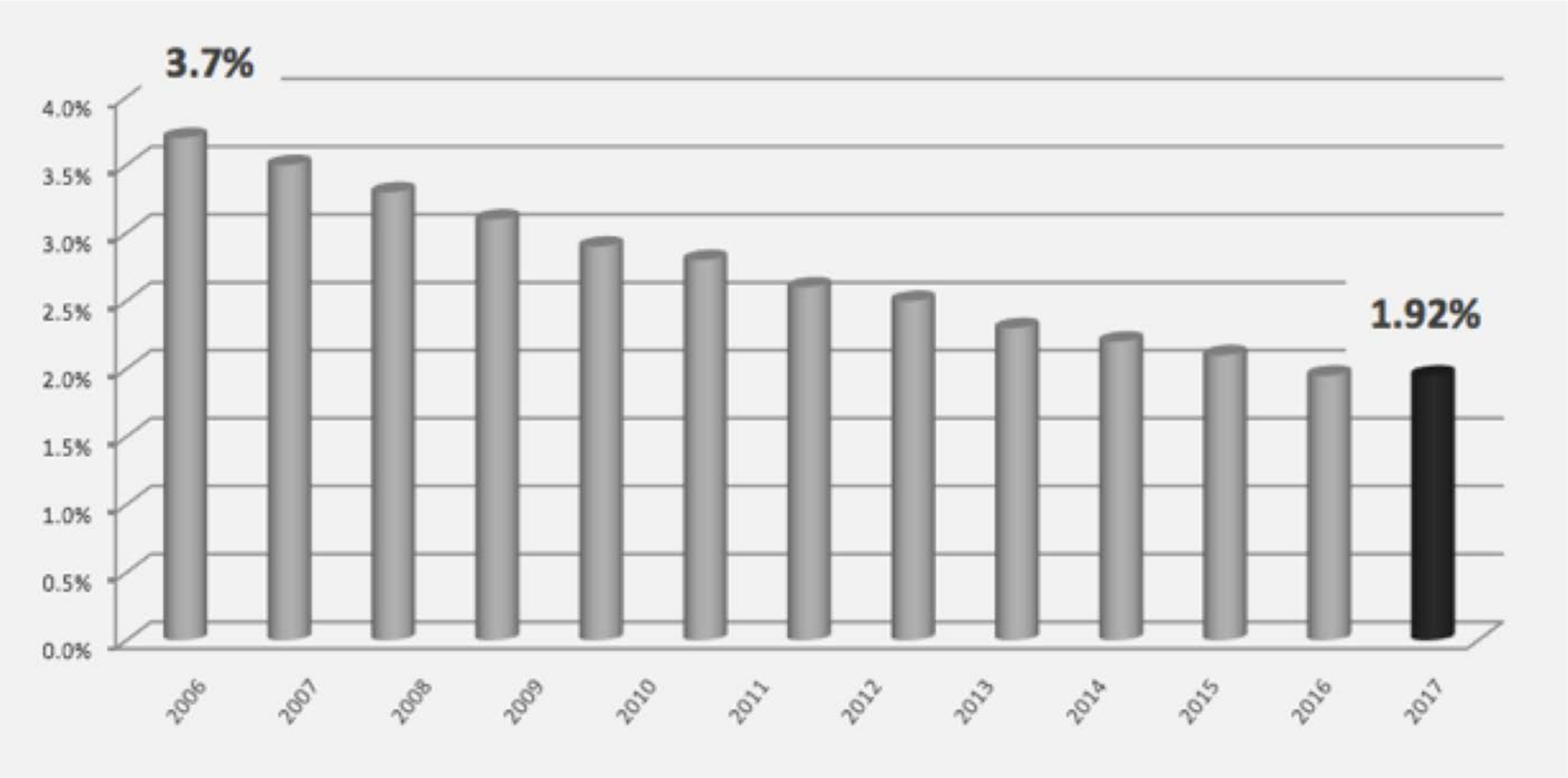
Source: 2018 RevenueTEK Revenue Performance Index © All rights reserved.

Only 36% OF ORGANISATIONS hit their sales target



Source: RevenueTEK Revenue Performance Index © All rights reserved.

The End-To-End **PIPELINE CLOSURE RATE** is now **1.92%**

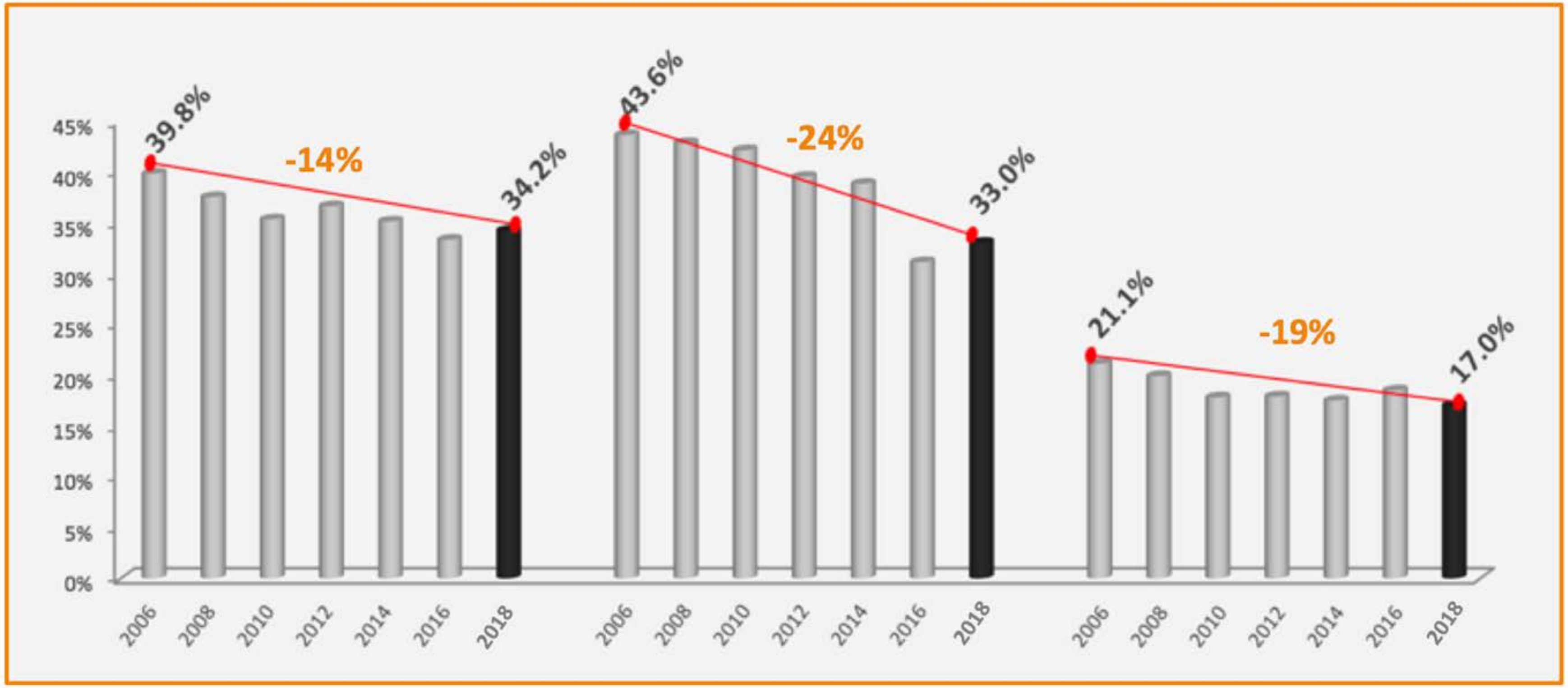


CONVERSION at each major stage has been in DECLINE for some time.

A % of leads resulting in Meetings / appointments

B % of meetings leading to presentations/proposals

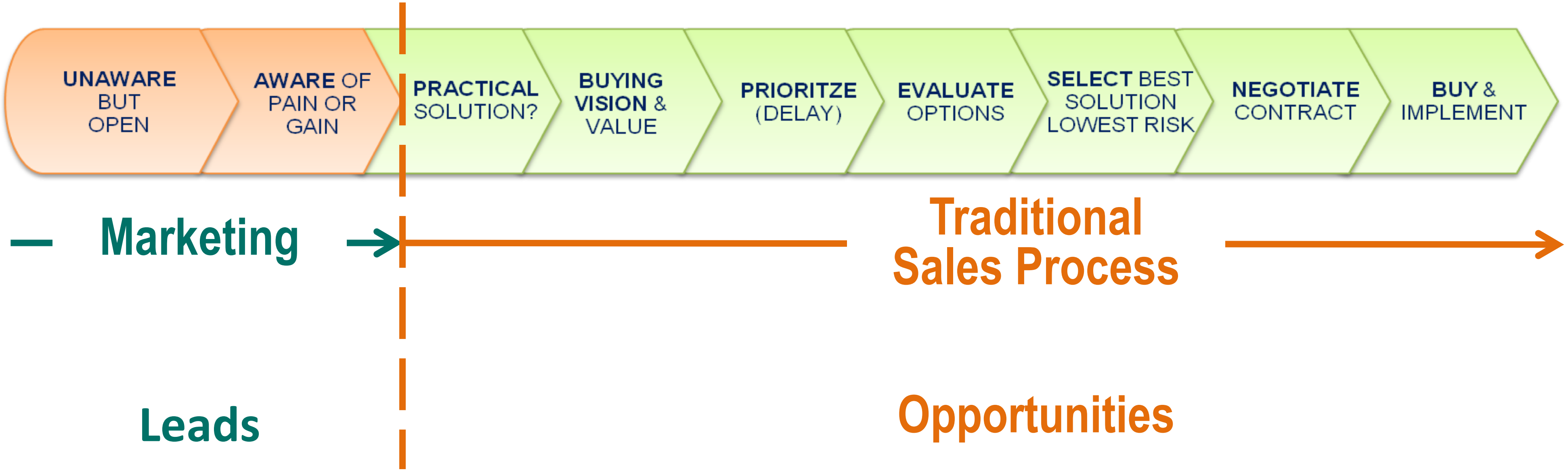
C % of proposals / offers resulting in closed sales



A X B X C (2011) = **1.92%**

RevenueTEK

Marketing and Selling was once nicely SIMPLE and LINEAR when sellers held the INFORMATION POWER.



UNAWARE BUT OPEN

AWARE OF PAIN OR GAIN

PRACTICAL SOLUTION?

BUYING VISION & VALUE

PRIORITZE (DELAY)

EVALUATE OPTIONS

SELECT BEST SOLUTION LOWEST RISK

NEGOTIATE CONTRACT

BUY & IMPLEMENT

Marketing

Traditional Sales Process

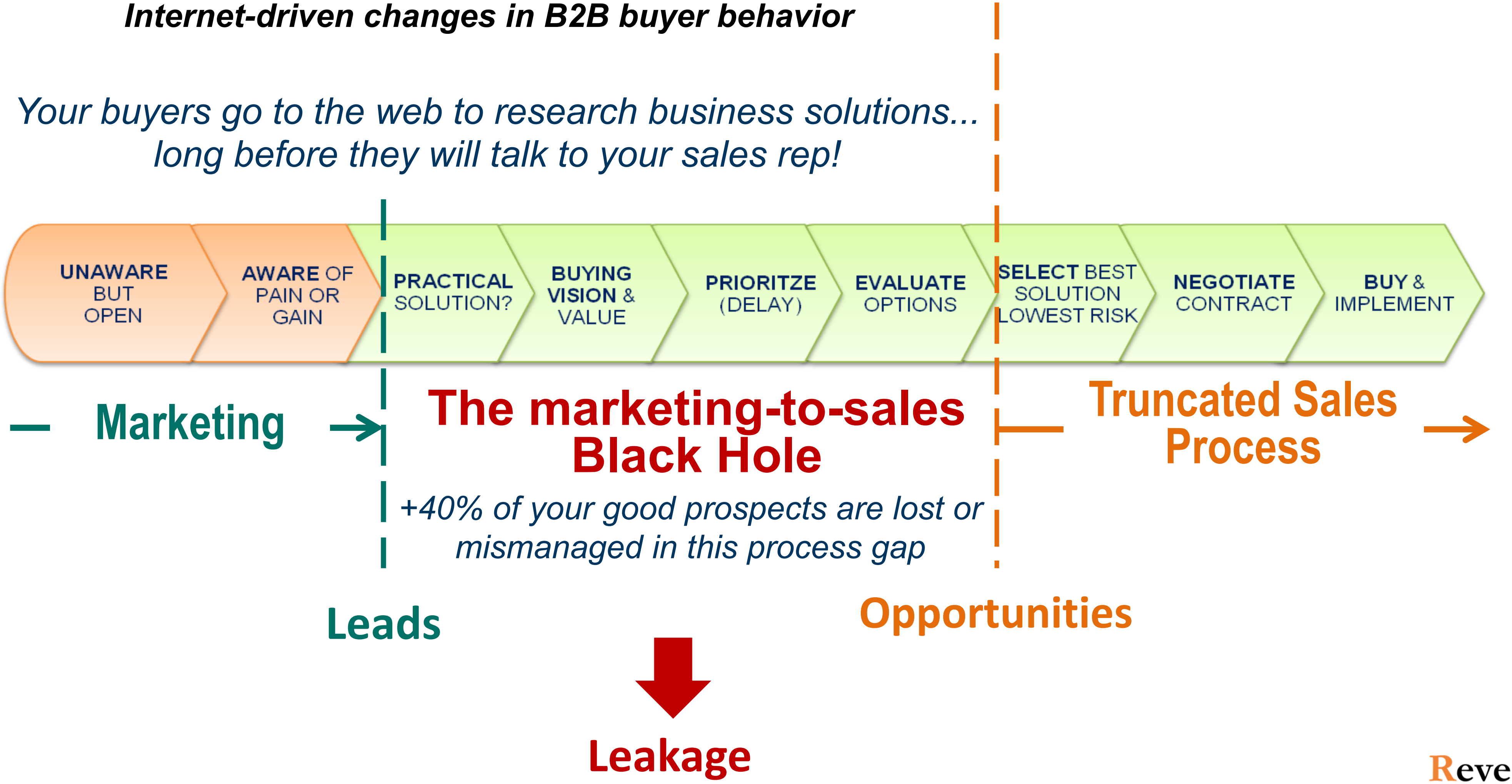
Leads

Opportunities

Buyers have now moved to DIGITAL and other buying channels. Sellers' processes however, remain anchored in the DARK AGES.

Internet-driven changes in B2B buyer behavior

Your buyers go to the web to research business solutions…
long before they will talk to your sales rep!



- **UNAWARE** BUT OPEN
- **AWARE** OF PAIN OR GAIN
- **PRACTICAL** SOLUTION?
- **BUYING VISION** & VALUE
- **PRIORITZE** (DELAY)
- **EVALUATE** OPTIONS
- **SELECT** BEST SOLUTION LOWEST RISK
- **NEGOTIATE** CONTRACT
- **BUY** & IMPLEMENT

Marketing

The marketing-to-sales Black Hole

+40% of your good prospects are lost or mismanaged in this process gap

Truncated Sales Process

Leads

Opportunities

Leakage

RevenueTEK

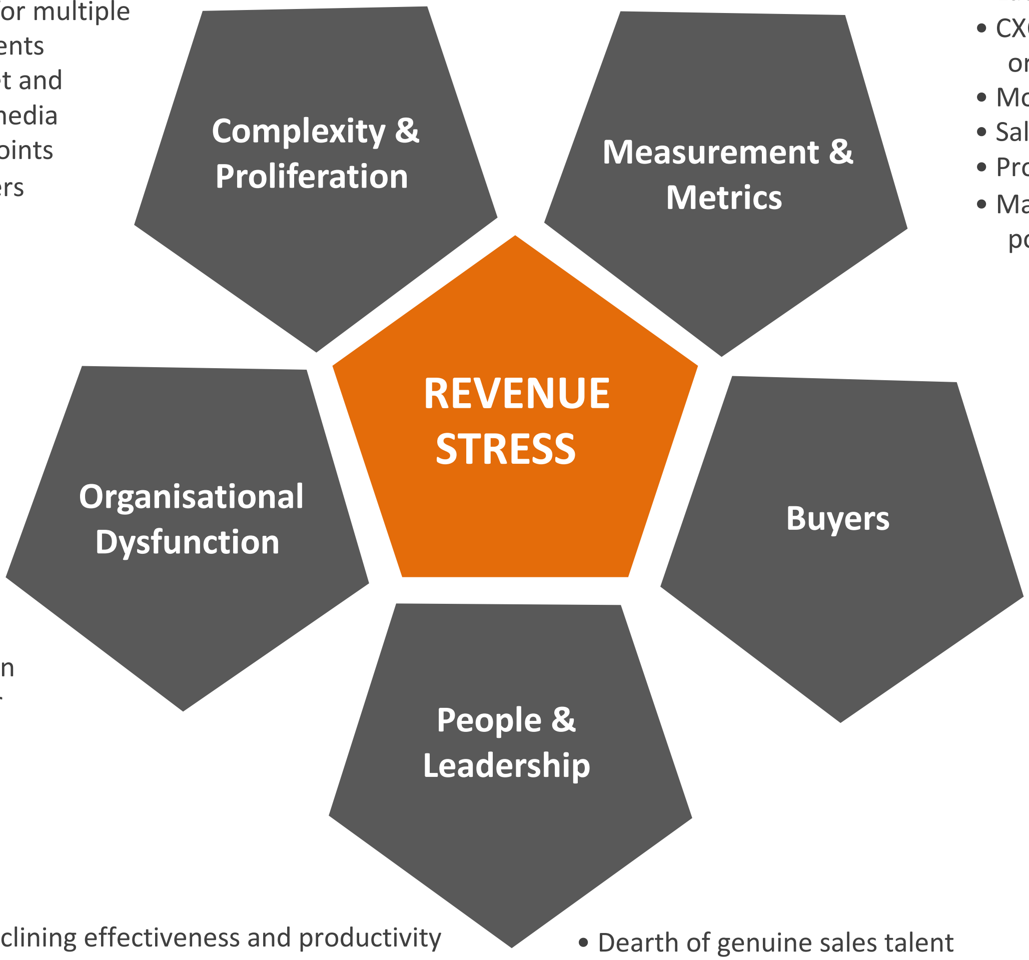
For the last 40 years, the standard solutions offered by consultants and vendors to improve sales and revenue performance have focused on sales training, manager coaching and installing Customer Relationship Management systems – each depending for success upon application by the individual sales people or their managers.

Notwithstanding staff attrition and redeployment one would reasonably have expected that organisations employing one or all of these approaches would by now have solved their performance issues and now be enjoying double-digit year on year growth.

Of course they are not. Sales Directors still struggle with many of the same sales performance issues as their predecessors faced four decades ago.

CONFUSED
UNSURE
UNCLEAR
PERPLEXED
DISORIENTED
BEWILDERED

Our research and work with clients around the world suggests FIVE CORE FACTORS driving revenue stress in organisations.



REVENUE STRESS

Complexity & Proliferation

- Fragmenting customer segments
- Simultaneous demand for multiple products across segments
- Evolution of the Internet and decline of traditional media
- Proliferation of touch points demanded by customers

Measurement & Metrics

- Lack of meaningful lead indicators
- CXO’s cannot see the future with clarity or granularity
- More data than ever before, but no insight
- Sales forecasting is oxymoronic
- Processes are inconsistent or non-existent
- Marketing and Sales metrics and processes poorly aligned – reinforce differences

Organisational Dysfunction

- Simultaneous challenges of growth & cost containment
- Sales and Marketing siloed, misaligned & dysfunctional
- Lack of alignment with customer buying journey
- No clear line-of-sight between strategy and revenue execution
- No repeatability, consistency or sustainability

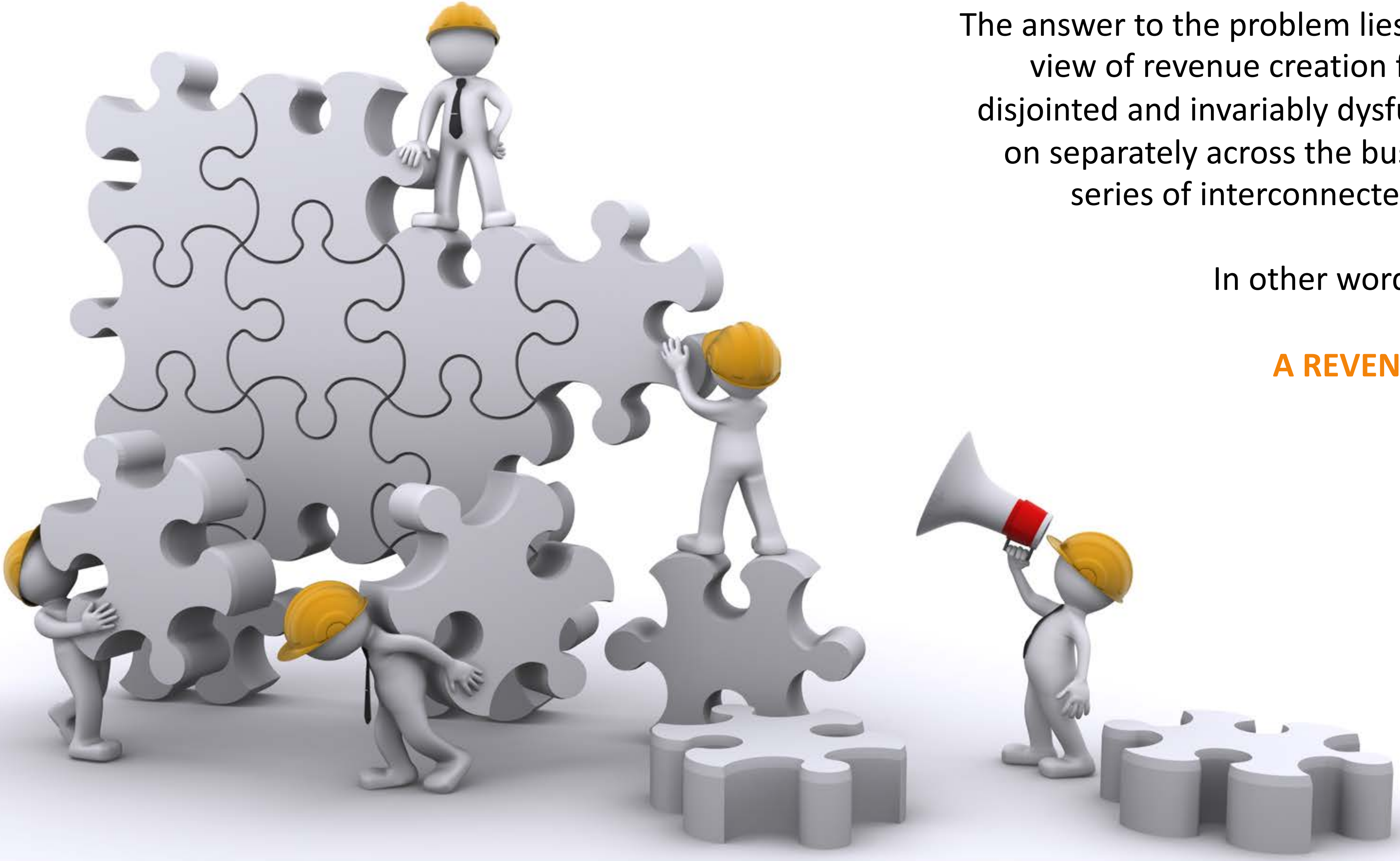
Buyers

- More stakeholders in decisions
- Longer, more complex sales cycles
- Increased scrutiny over value proposition and ROI
- Information asymmetry favours buyers
- Customers demand more for less
- Online / social hampering sales engagement

People & Leadership

- Declining effectiveness and productivity
- Repeated investments in training not bringing results
- Decreasing sales executive / rep tenure

- Dearth of genuine sales talent
- Challenges to incent, motivate and reward people
- Cross-Generational management challenges



The answer to the problem lies in changing the accepted view of revenue creation from one of disconnected, disjointed and invariably dysfunctional activities carried on separately across the business – into an integrated series of interconnected, complementary events.

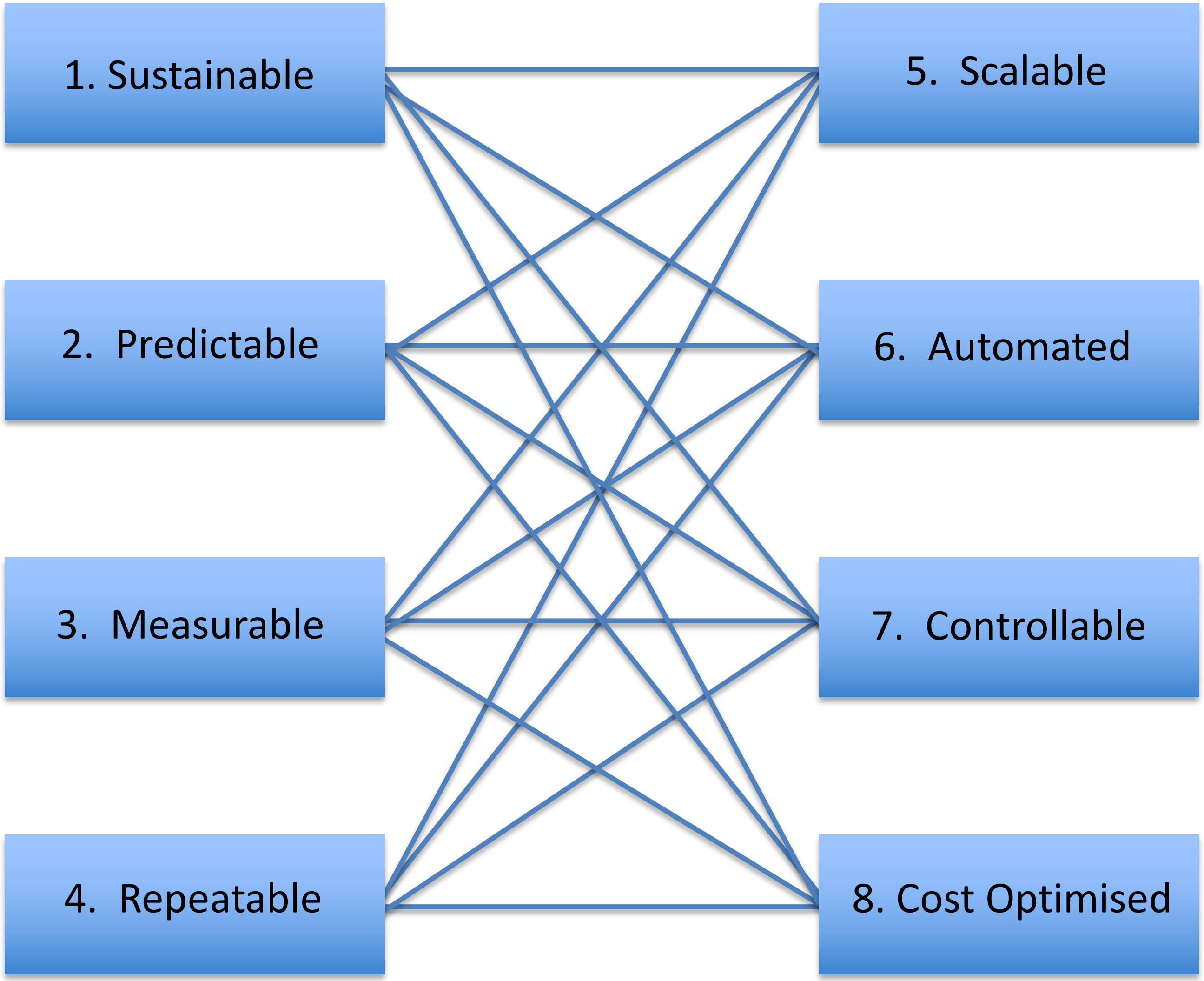
In other words – a **BUSINESS PROCESS.**

A REVENUE GENERATING SYSTEM.

RevenueTEK

SO WHAT IS A …

“Revenue Generation System”



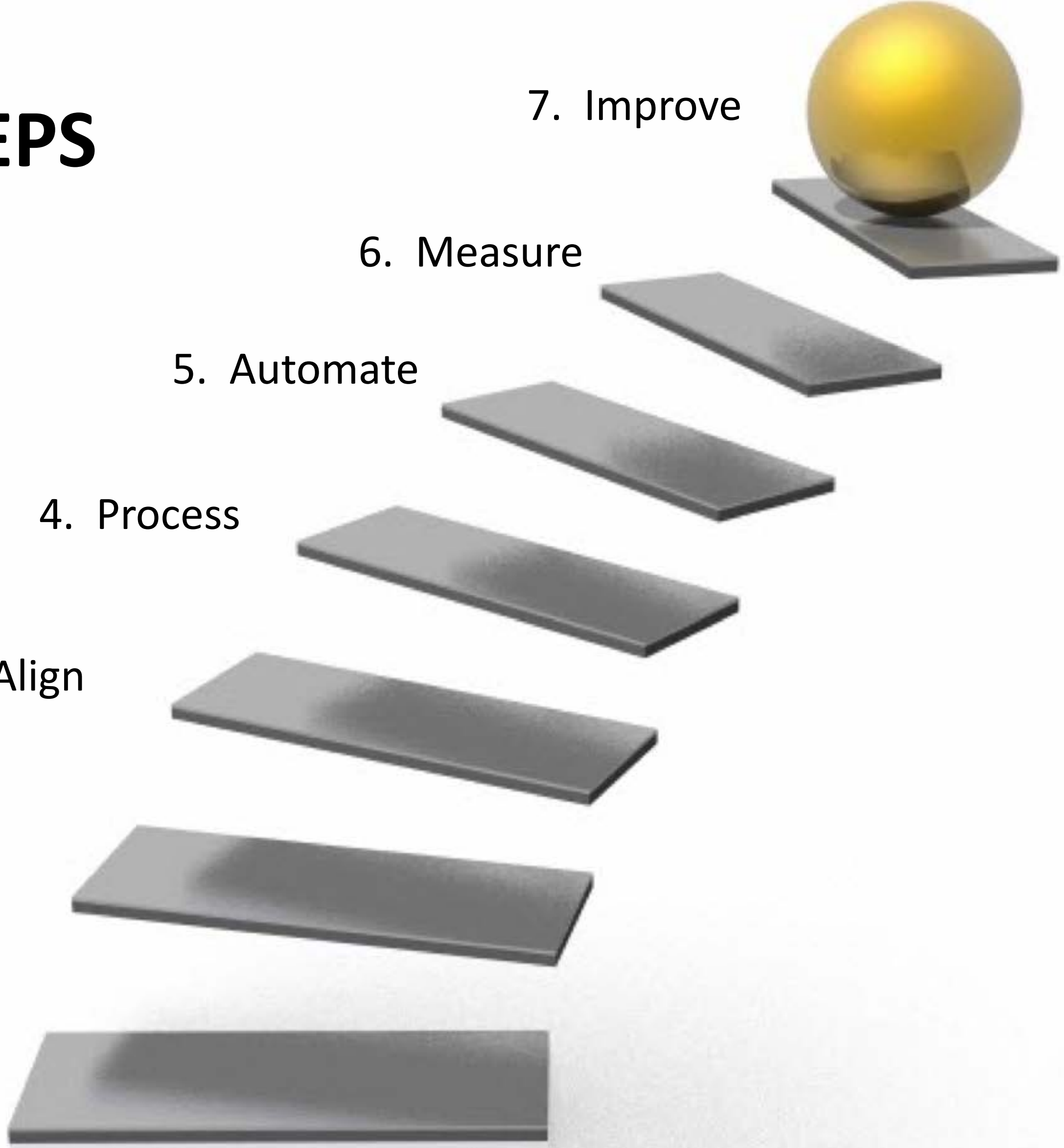
1. Sustainable
2. Predictable
3. Measurable
4. Repeatable
5. Scalable
6. Automated
7. Controllable
8. Cost Optimised

HOW WOULD I

BUILD

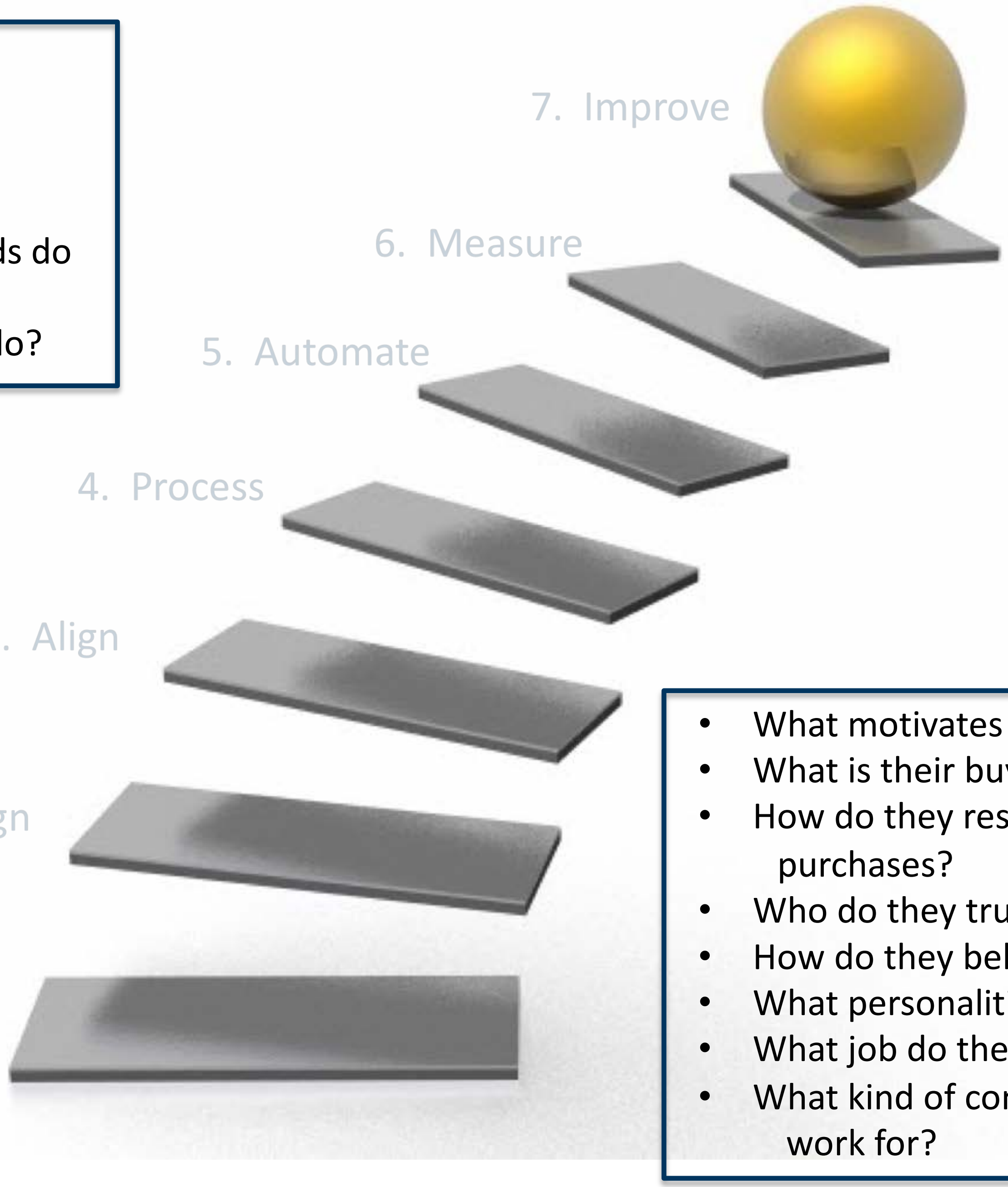
ONE OF THOSE?

THERE ARE 7 STEPS



7. Improve
6. Measure
5. Automate
4. Process
3. Align
2. Design
1. Understand

- Who are your buyers?
- Where are they?
- What do they like?
- What do they dislike?
- What problems and needs do they have?
- What are they trying to do?



7. Improve

6. Measure

5. Automate

4. Process

3. Align

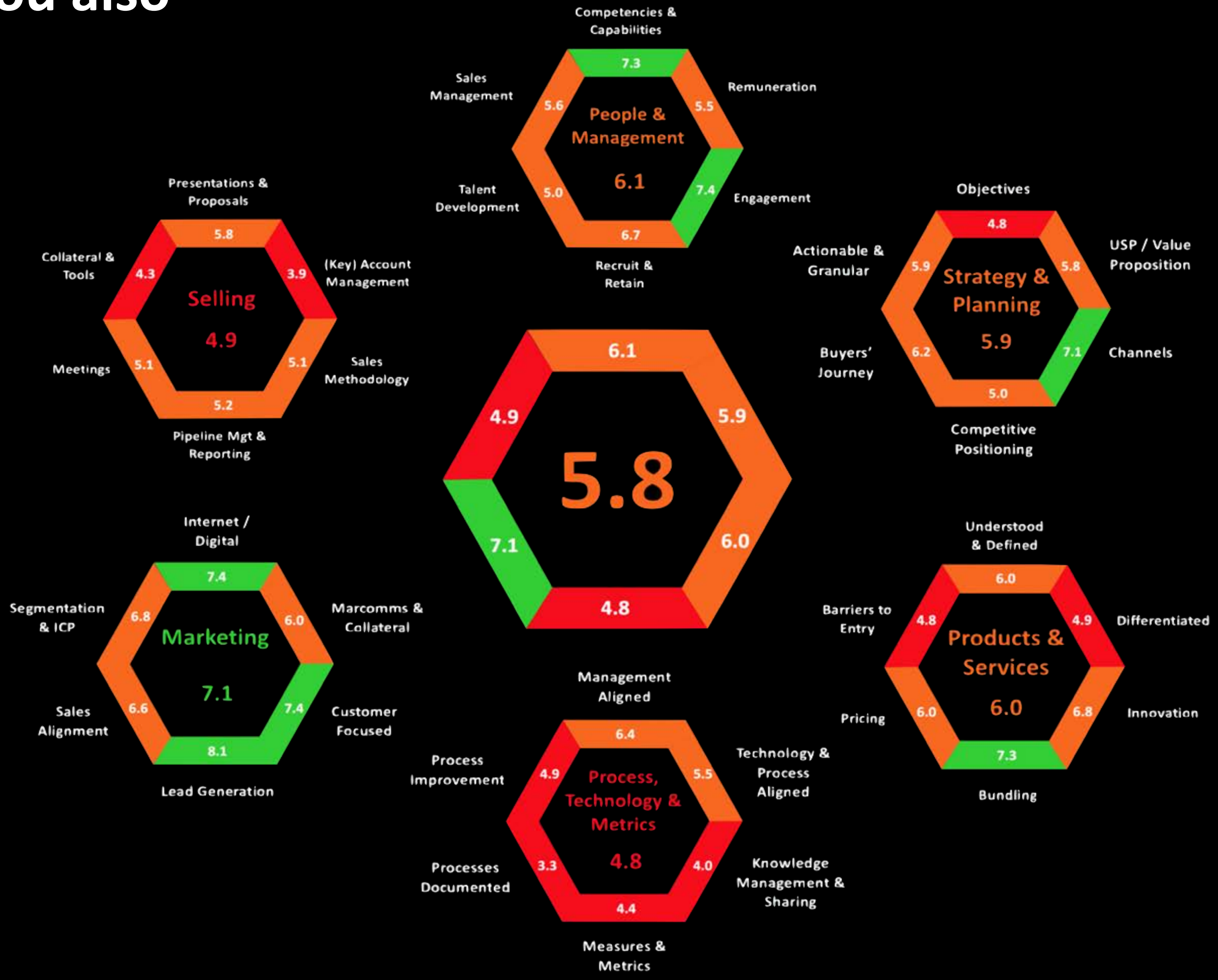
2. Design

1. Understand

- What motivates them to buy?
- What is their buying journey?
- How do they research their purchases?
- Who do they trust and listen to?
- How do they behave?
- What personalities do they have?
- What job do they have?
- What kind of company do they work for?

Before you do anything, you also need to understand….

- What are your strengths?
- What are your weaknesses?
- What should you do more of?
- What should you do less of?
- What should you stop doing
- altogether?
- Where should you start?

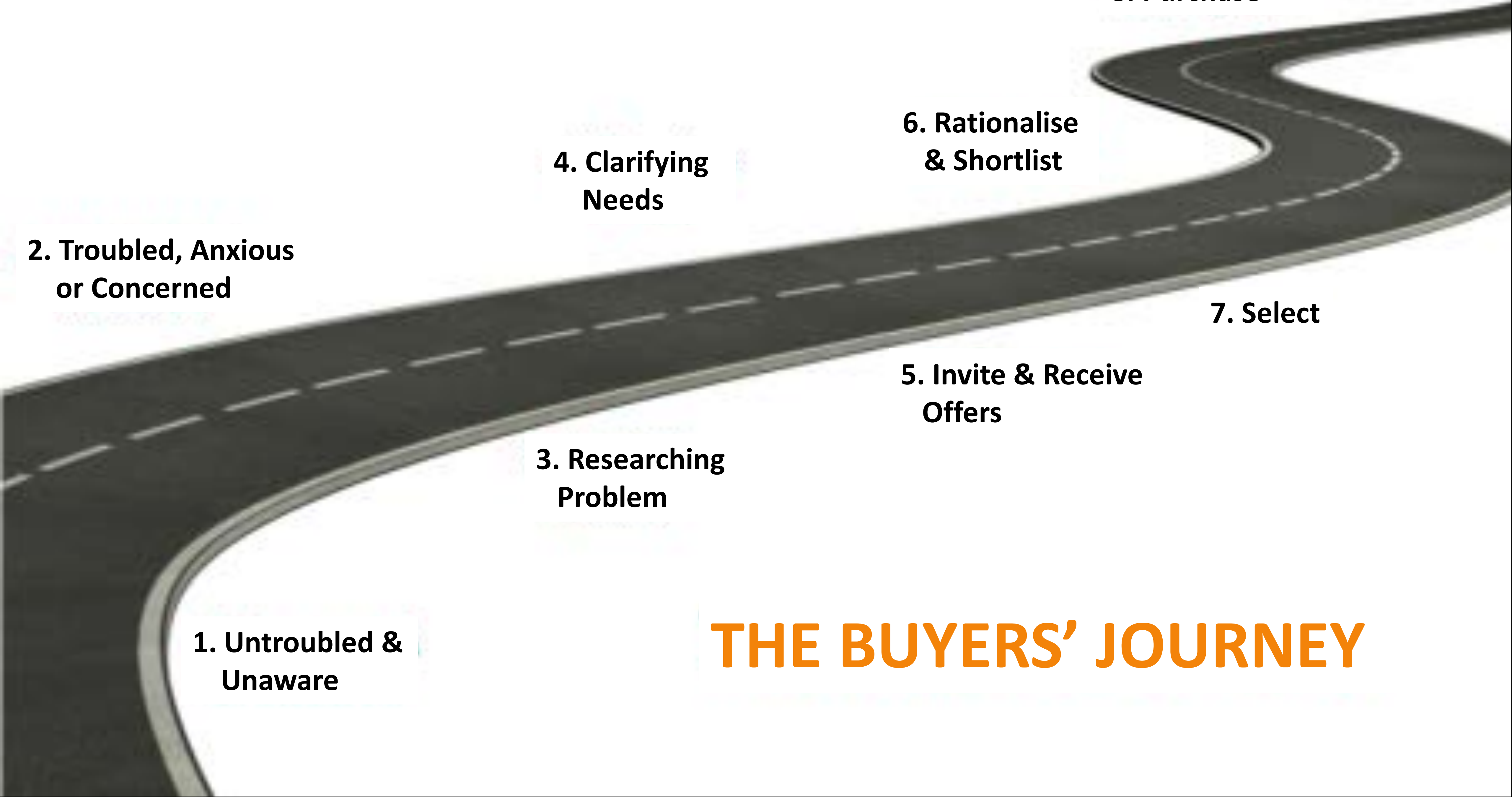


Competencies & Capabilities
7.3
Sales Management
5.6
People & Management
5.5
Remuneration
6.1
Talent Development
5.0
7.4
Engagement
6.7
Recruit & Retain
Presentations & Proposals
5.8
Collateral & Tools
4.3
3.9
(Key) Account Management
Selling
4.9
Meetings
5.1
5.1
Sales Methodology
5.2
Pipeline Mgt & Reporting
Objectives
4.8
Actionable & Granular
5.9
Strategy & Planning
5.8
USP / Value Proposition
5.9
Buyers' Journey
6.2
7.1
Channels
5.0
Competitive Positioning
6.1
4.9
5.9
5.8
7.1
6.0
4.8
Internet / Digital
7.4
Segmentation & ICP
6.8
Marketing
6.0
Marcomms & Collateral
7.1
Sales Alignment
6.6
7.4
Customer Focused
8.1
Lead Generation
Understood & Defined
6.0
Barriers to Entry
4.8
Products & Services
4.9
Differentiated
6.0
Pricing
6.0
6.8
Innovation
7.3
Bundling
Management Aligned
6.4
Process Improvement
4.9
Process, Technology & Metrics
5.5
Technology & Process Aligned
4.8
Processes Documented
3.3
4.0
Knowledge Management & Sharing
4.4
Measures & Metrics

This is a RevenueTEK RT3 Revenue System Heatmap. It answers these Important questions – and many others.

Click here to see more about it.

THE BUYERS' JOURNEY



1. Untroubled & Unaware
2. Troubled, Anxious or Concerned
3. Researching Problem
4. Clarifying Needs
5. Invite & Receive Offers
6. Rationalise & Shortlist
7. Select
8. Purchase

7. Improve

6. Measure

5. Automate

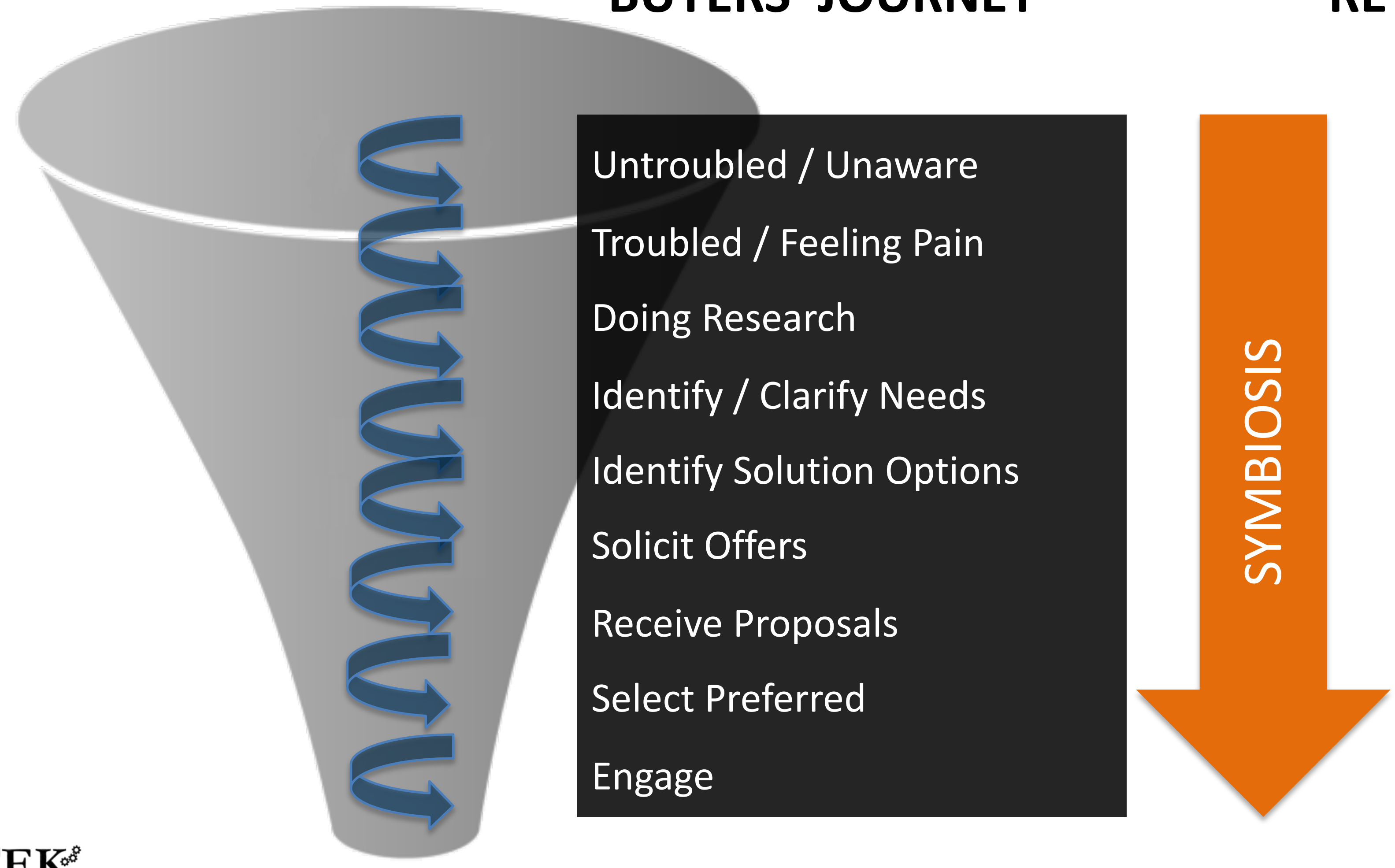
4. Process

3. Align

2. Design

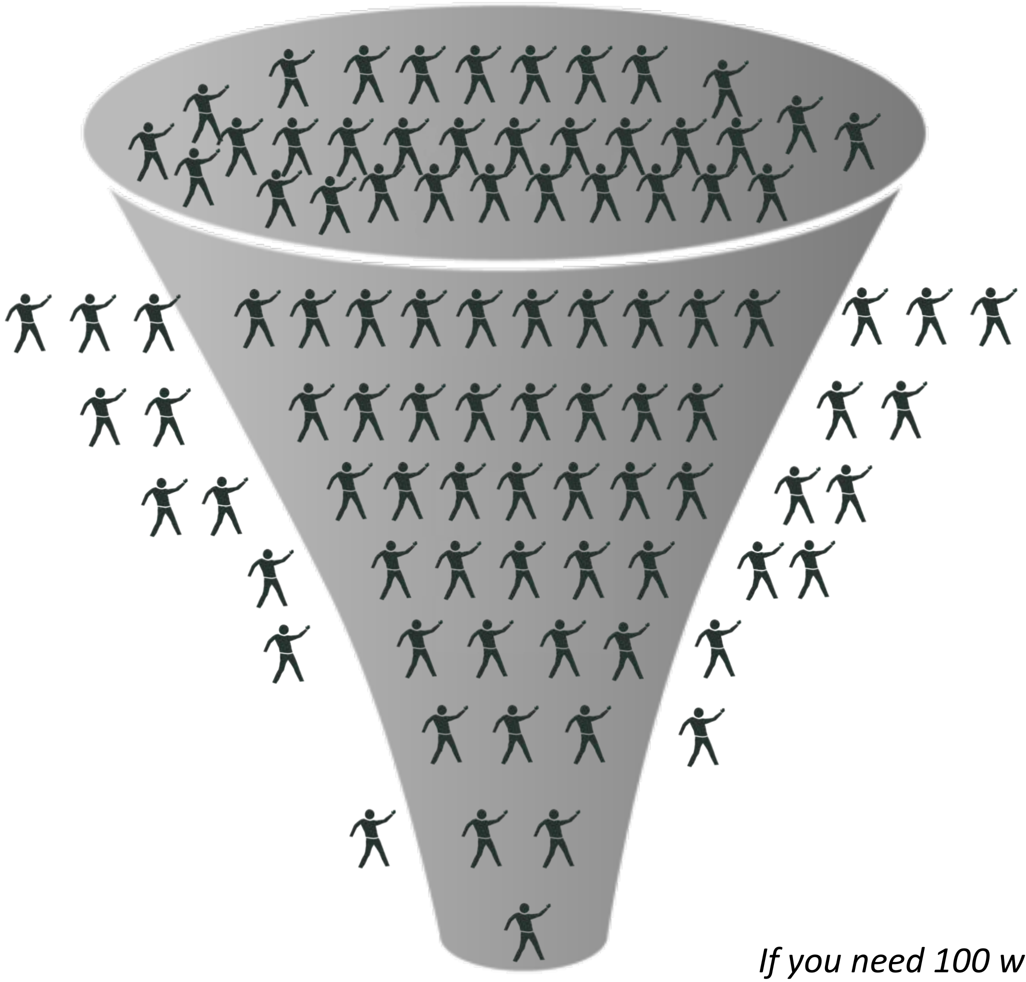
1. Understand

Understand the JOURNEY your BUYERS are on and DESIGN the steps in your REVENUE PROCESS to complement their steps



BUYERS' JOURNEY	REVENUE PROCESS
Untroubled / Unaware	Get positioned
Troubled / Feeling Pain	Create "pain"
Doing Research	Get found
Identify / Clarify Needs	Help them clarify
Identify Solution Options	Explain solution
Solicit Offers	Be a good option
Receive Proposals	Present solution
Select Preferred	Close the deal
Engage	**Celebration!**

If you know them, develop the starting set of CONVERSION METRICS for your REVENUE PROCESS – your PIPELINE.



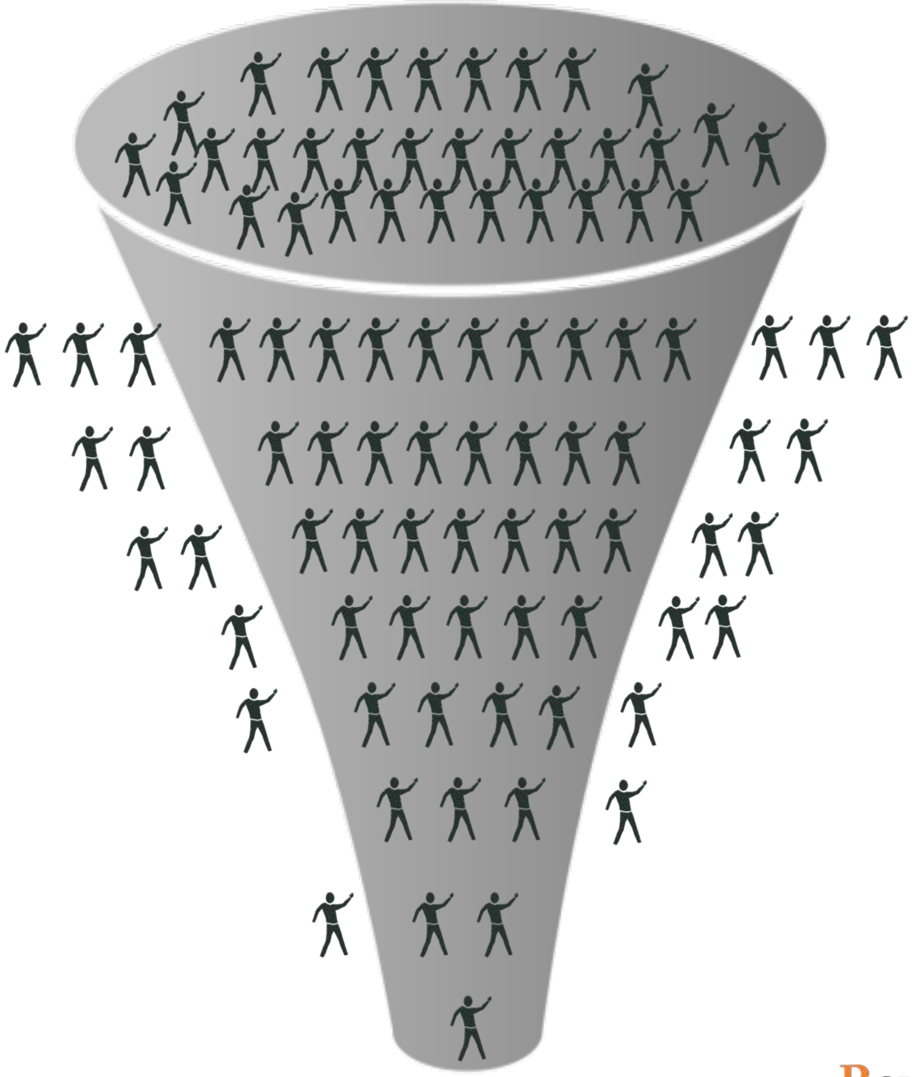
	3,721	Untroubled & Unaware
65%	**2,418**	Feel & Acknowledge Pain
50%	**1,209**	Initial Research
75%	**906**	Identify & Clarify Needs
75%	**680**	Identify Solution Options
60%	**408**	Solicit Offers
70%	**286**	Receive & Review Proposals
50%	**143**	Select Preferred Supplier
70%	**100**	**Engage**

If you need 100 wins and your Funnel conversion is 2.7% you'll need to start with 3,721 leads (ignoring time and recycling).

RevenueTEK

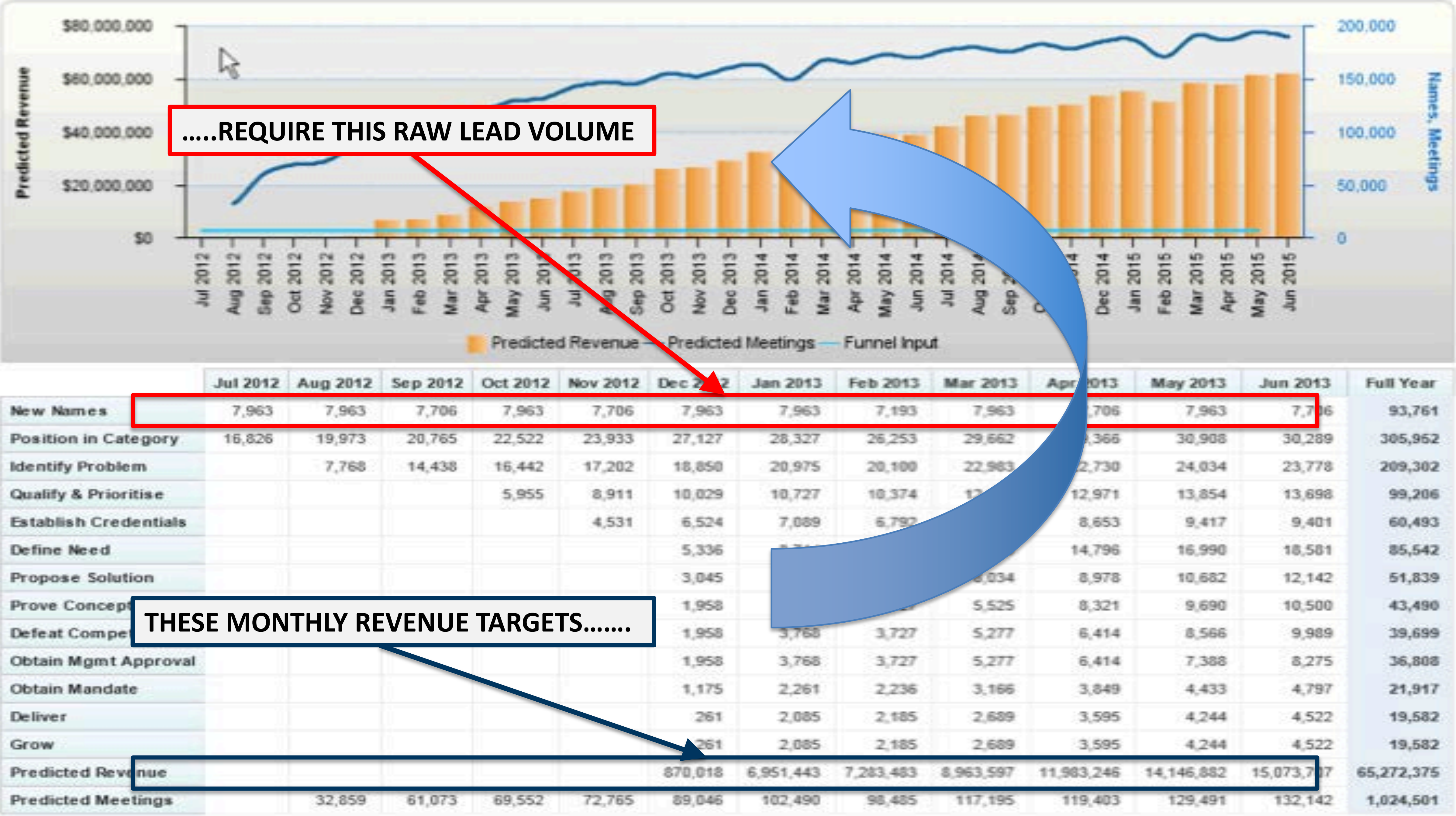
Or you can use our industry performance BENCHMARKS to WORK BACKWARDS and figure it out

9. Therefore, how many leads does your marketing need to generate for sales?	4,500
8. What's your lead to meeting/call/appointment ratio?	33%*
7. Therefore, how many meetings/calls/ appointments do sales need to do?	1,500
6. What's your meeting/call/appointment to offer ratio?	33%*
5. Therefore, how many offers/quotes/ proposals do sales need to generate?	500
4. What's your offer/quote/proposal to close ratio?	20%*
3. Therefore, how many wins do you need?	100
2. What is your average sale value?	$100K
1. How much revenue do you need?	$10M



RevenueTEK

Starting from your REVENUE TARGETS, use your conversion metrics to REVERSE ENGINEER your Funnel and calculate how many new RAW LEADS you need Starting their BUYERS’ JOURNEY every month.



$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
Predicted Revenue
200,000
150,000
100,000
50,000
0
Names, Meetings
Jul 2012
Aug 2012
Sep 2012
Oct 2012
Nov 2012
Dec 2012
Jan 2013
Feb 2013
Mar 2013
Apr 2013
May 2013
Sep 2013
Oct 2013
Nov 2013
Dec 2013
Jan 2014
Feb 2014
Mar 2014
Apr 2014
May 2014
Jun 2014
Jul 2014
Dec 2014
Jan 2015
Feb 2015
Mar 2015
Apr 2015
May 2015
Jun 2015
Predicted Revenue
Predicted Meetings
Funnel Input

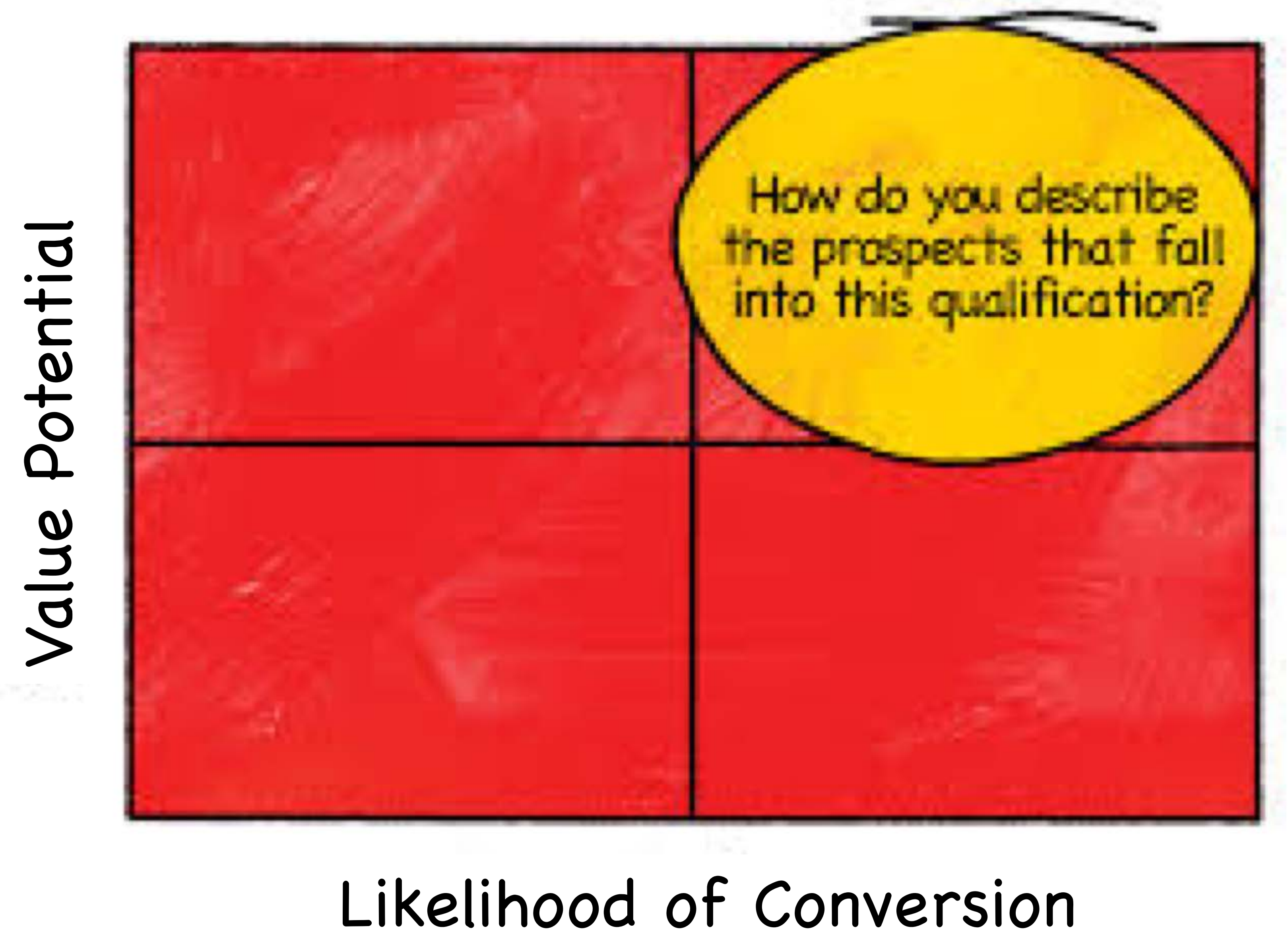
…..REQUIRE THIS RAW LEAD VOLUME

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	[illegible]	7,963	[illegible]	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	[illegible]	30,908	30,289	305,962
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	[illegible]	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	[illegible]	12,971	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	[illegible]	8,653	9,417	9,401	60,493
Define Need						5,336	[illegible]	[illegible]	[illegible]	14,796	16,990	18,581	85,542
Propose Solution						3,045	[illegible]	[illegible]	[illegible]	8,978	10,682	12,142	51,839
Prove Concept						1,958	[illegible]	[illegible]	5,525	8,321	9,690	10,500	43,490
Defeat Compe						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	[illegible]	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501

THESE MONTHLY REVENUE TARGETS…….

But if you don’t feed it with the right kind and quality of **RAW LEADS**, your system will either **CLOG UP** or worse, produce a **PILE OF JUNK!**

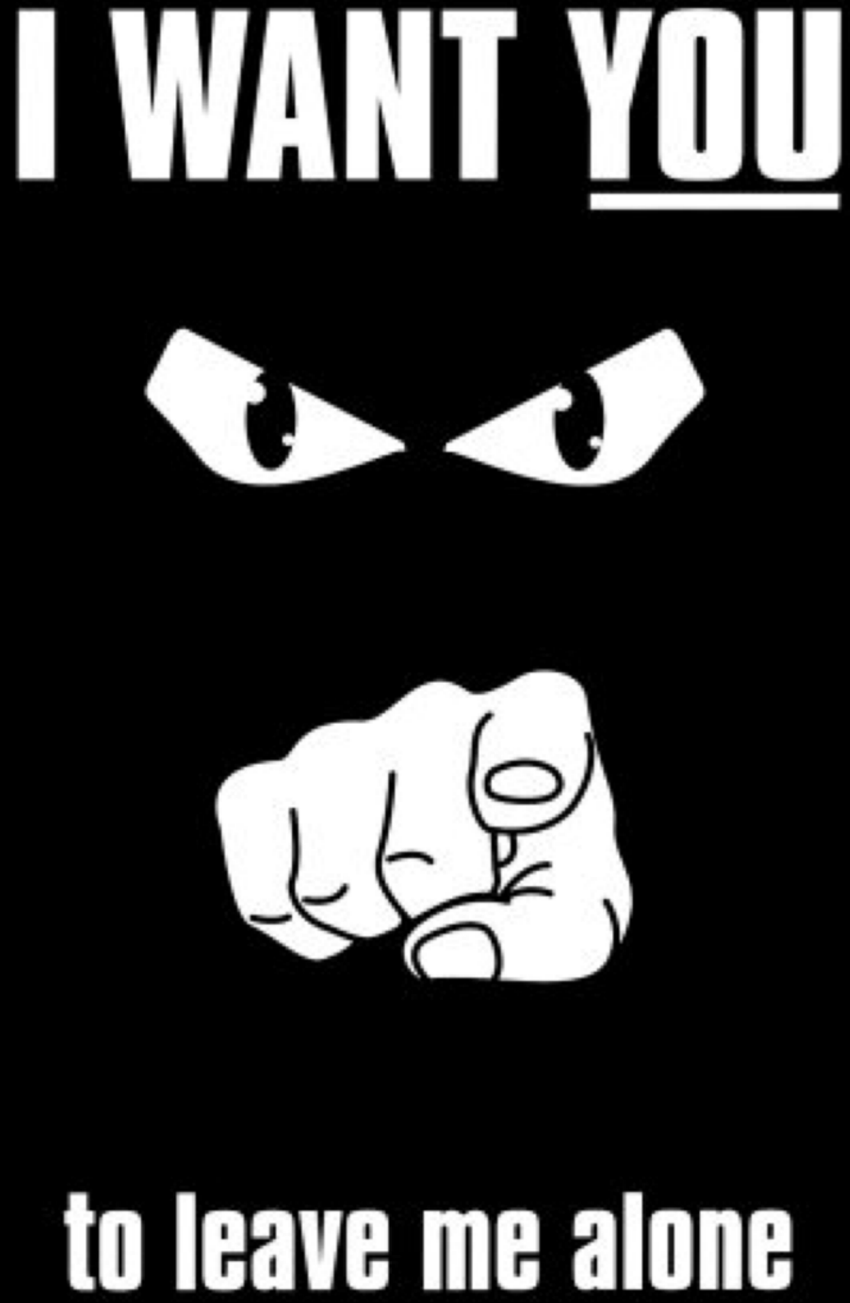
Define your IDEAL CUSTOMER (OR CLIENT) PROFILE


How do you describe the prospects that fall into this qualification?
Value Potential
Likelihood of Conversion

Don’t forget that no matter how good you think your company or your product or service is, or how ideally suited to your prospective buyers, most will simply **NOT WANT TO TALK TO YOU.**

And they will do just about anything to avoid talking to you.

You are trying to **MAKE THEM DO SOMETHING THEY DO NOT WANT TO DO.**



Organisations are spending fortunes re-designing their marketing and sales processes the way they would like them to operate.

Sure they do some customer research – but they invariably design the system to suit what they're selling and how they want to sell it.

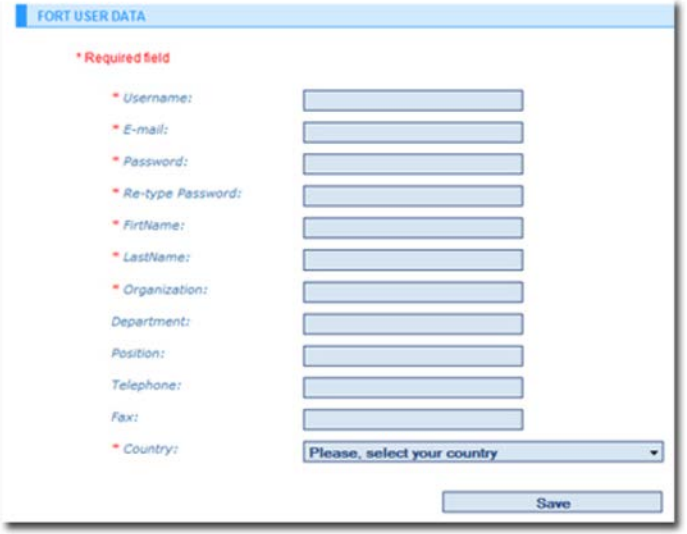
And then they're stunned when after spending all that money and time that it doesn't work.

Case Study 1: RevenueTEK 2007

PUT A REGISTRATION FORM ON OUR WEBSITE BEFORE A FREE WHITEPAPER DOWNLOAD

DOWNLOAD CONVERSION WENT FROM 31% TO 4% OVERNIGHT

REMOVED THE FORM – CONVERSION RETURNED TO + 30%



FORT USER DATA

* Required field

* Username:
* E-mail:
* Password:
* Re-type Password:
* FirtName:
* LastName:
* Organization:
Department:
Position:
Telephone:
Fax:
* Country: Please, select your country

Get into your CUSTOMER'S HEAD and on their JOURNEY

How does that experience feel **FOR THEM?**

- Hate being sold to
- Don't know you or anything about you
- Find it offensive being asked for their details by a total stranger
- Hate Spam emails
- Worried you might call them
- Afraid you'll give their details to somebody else

THEY **DON'T TRUST YOU!**

But they still have PROBLEMS they need your help to solve…….

- Friends
- Colleagues
- Other trusted sources
- Free “stuff”
- Other people who have had the same problem

Rushing buyers to do what they don't want to do, or before they're ready to – just because you want them to, is a prime KILLER of Pipeline Conversion.

RevenueTEK

LEAD and ENTICE with insight and value which BUILDS TRUST

- **THOUGHT LEADERSHIP** to provide insights
- **TESTIMONIALS** provide comfort from risk
- **CASE STUDIES** describe others who have been helped

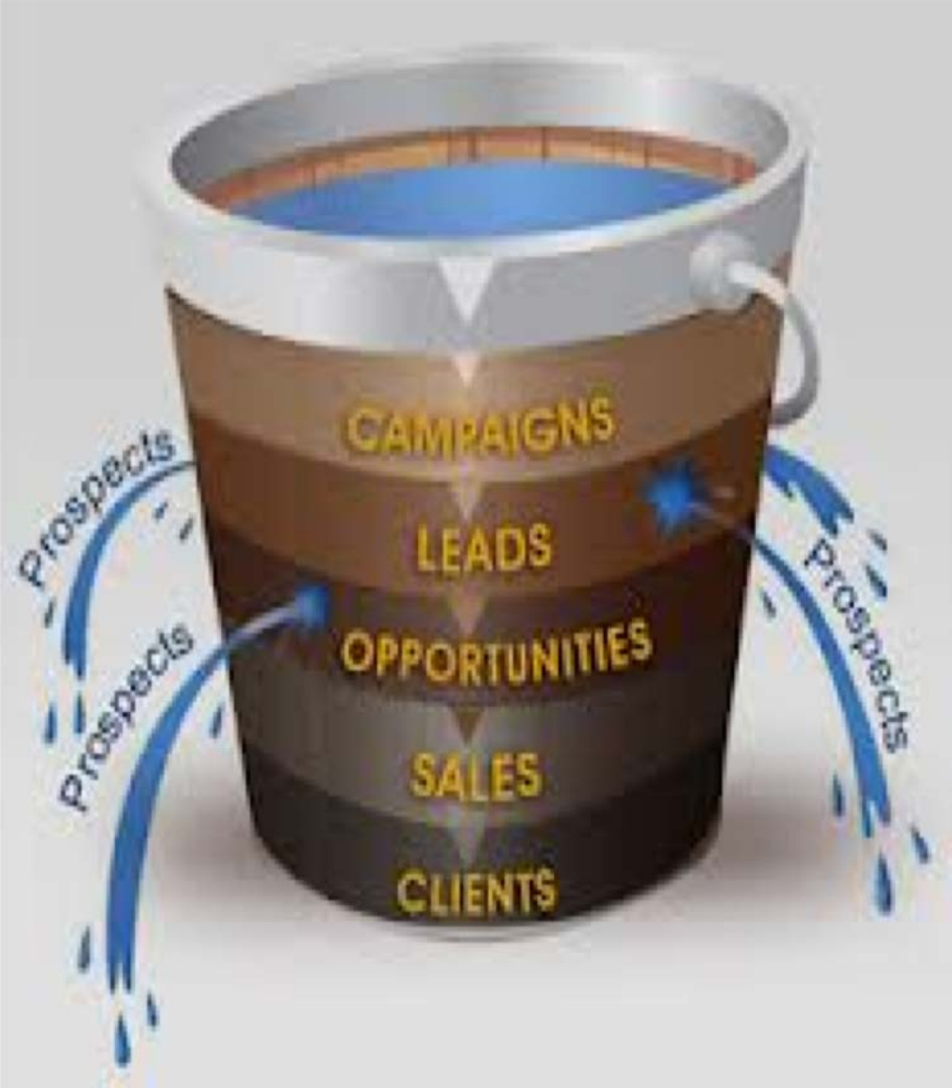
- Free (or low cost) product trials
- Free subscriptions
- Invitations to online communities
- **LOW PRESSURE** communications

RevenueTEK

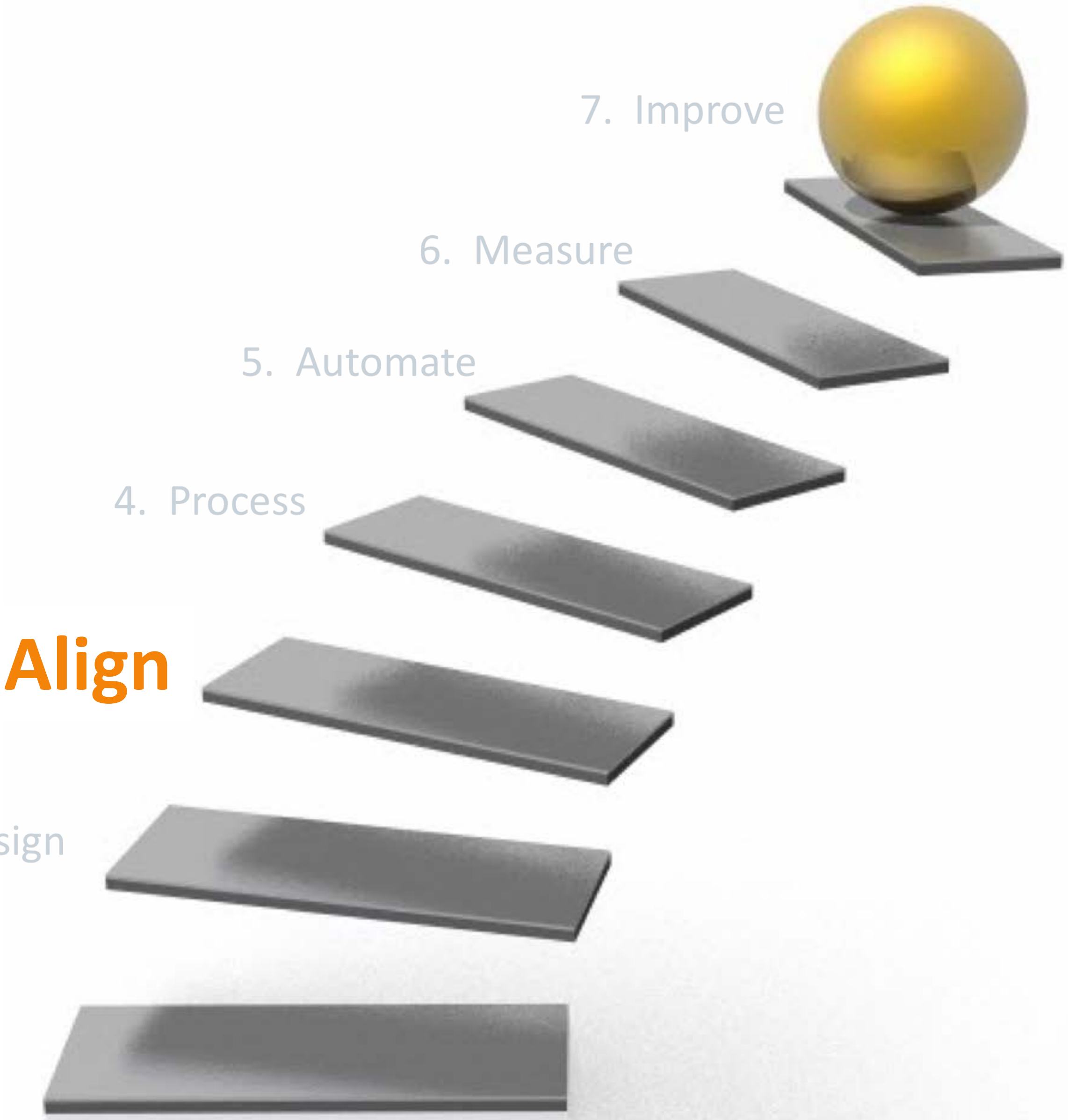
In spite of your best marketing and sales efforts, only a **SMALL FRACTION** of your prospective buyers will progress through your Funnel and become customers.

Most – in fact the overwhelming majority, will LEAK FROM THE PROCESS.

To optimise the efficiency of your revenue machine, you need to CAPTURE and RECYCLE the leakage.


CAMPAIGNS
LEADS
OPPORTUNITIES
SALES
CLIENTS
Prospects
Prospects
Prospects

RevenueTEK



1. Understand
2. Design
3. **Align**
4. Process
5. Automate
6. Measure
7. Improve

RevenueTEK

Marketing has only ONE objective:

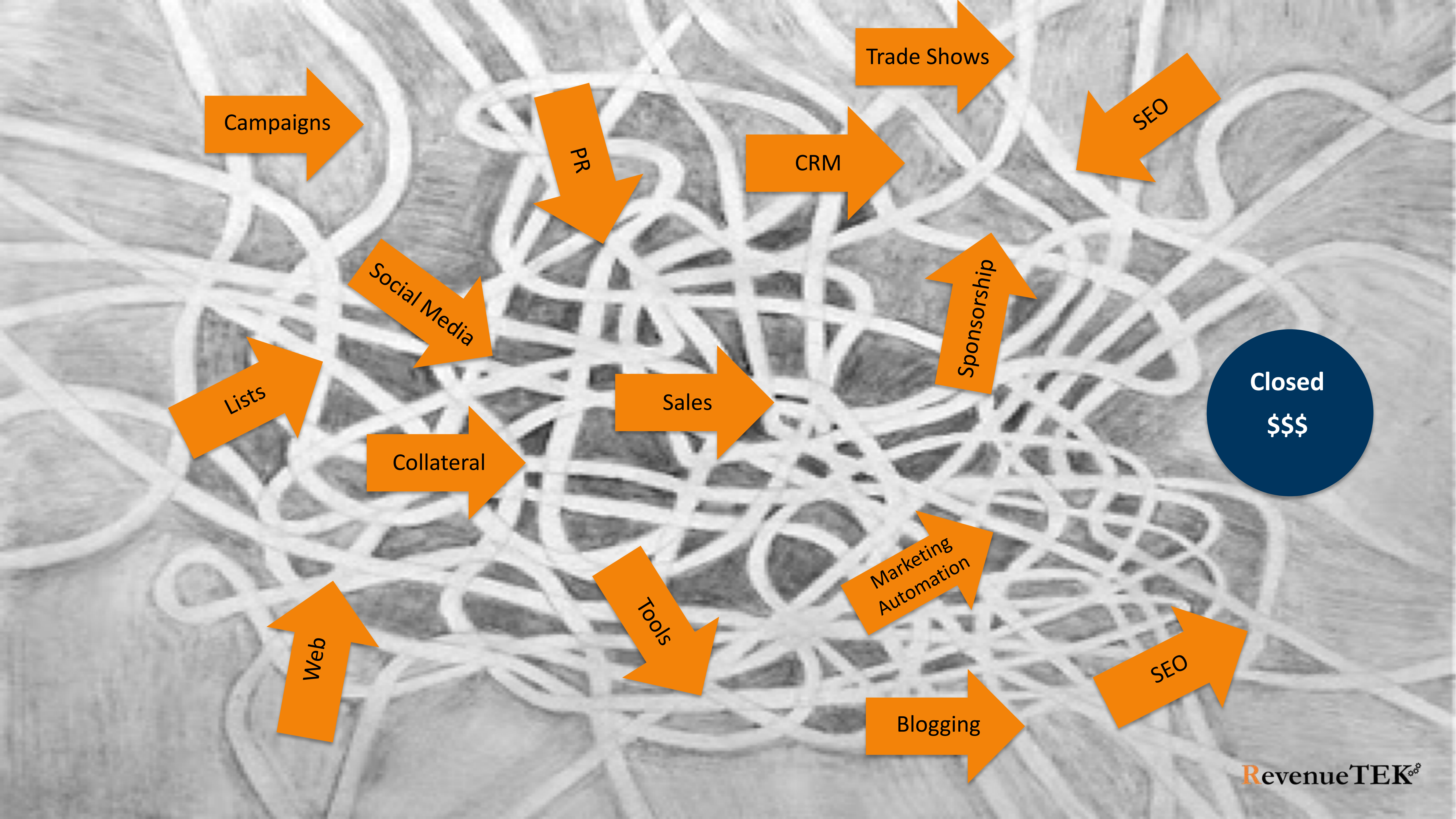
Generating QUALIFIED LEADS for Sales!

If it doesn’t GENERATE a lead

or help sales CLOSE a deal….

…STOP DOING IT!

RevenueTEK



Trade Shows

Campaigns

PR

SEO

CRM

Social Media

Sponsorship

Lists

Sales

Closed

$$$

Collateral

Marketing Automation

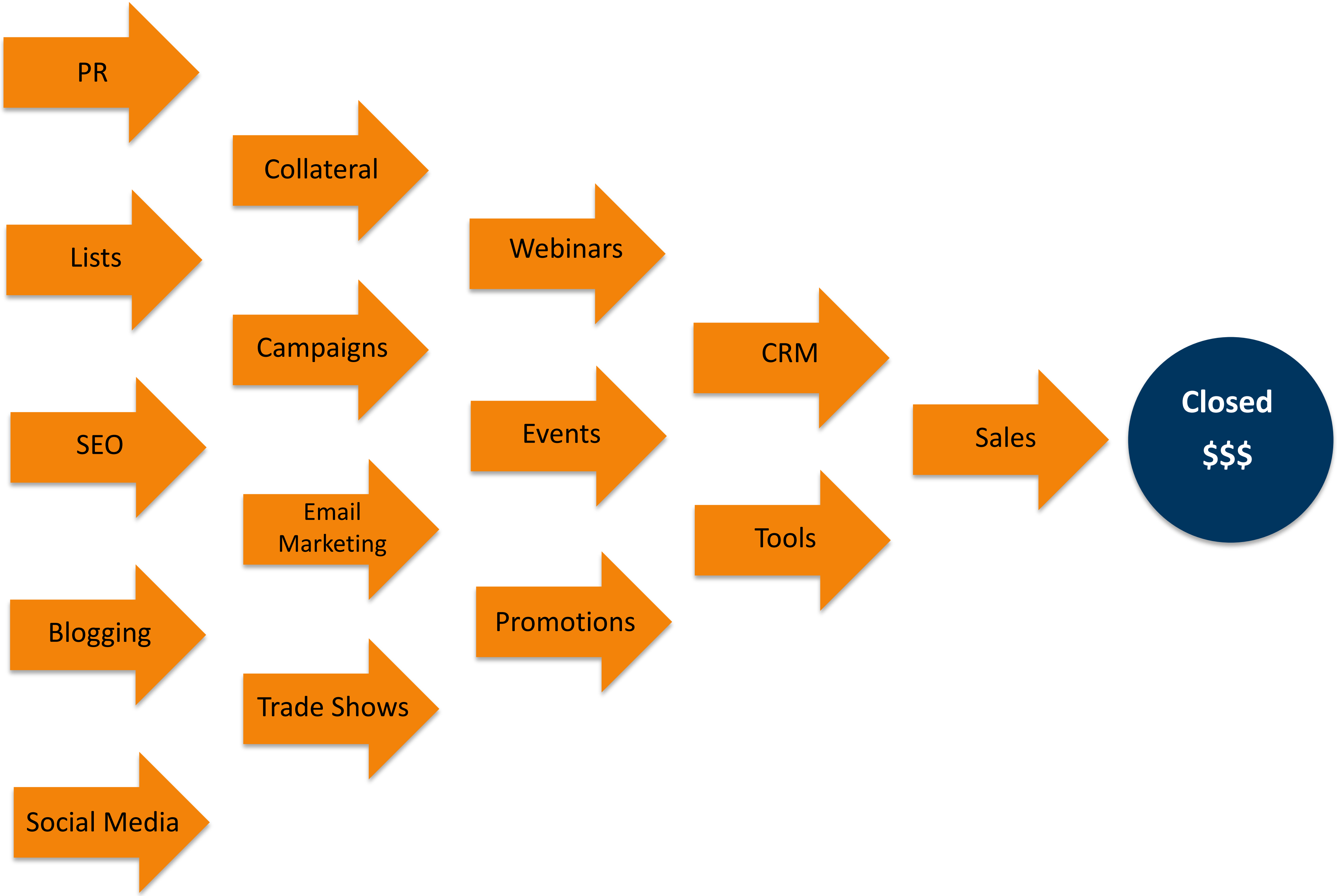
Tools

Web

SEO

Blogging

RevenueTEK



PR

Lists

SEO

Blogging

Social Media

Collateral

Campaigns

Email Marketing

Trade Shows

Webinars

Events

Promotions

CRM

Tools

Sales

Closed

$$$

RevenueTEK

If the COST PER LEAD is too high

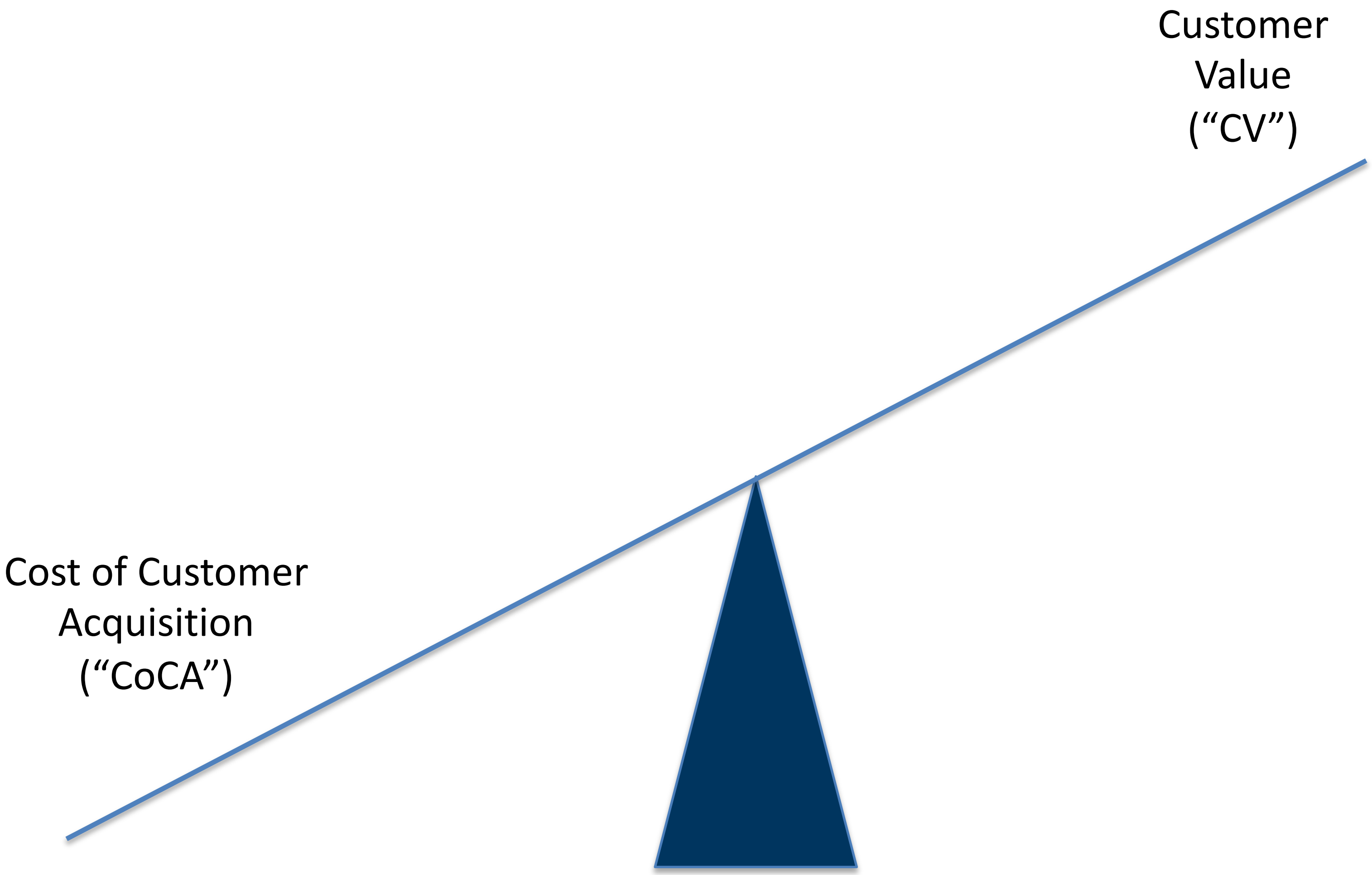
…STOP DOING IT!

?

BRAND

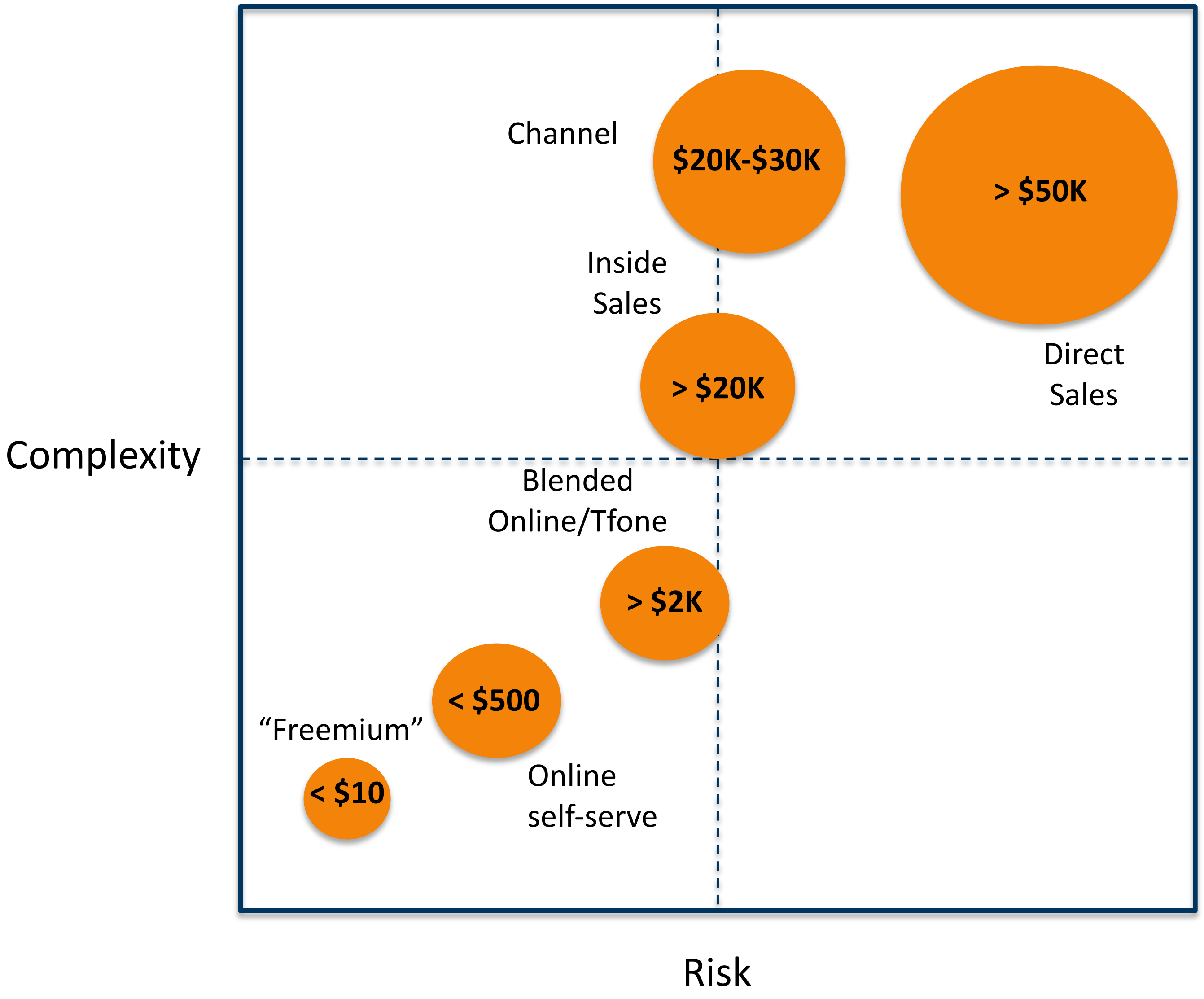
TRADE SHOWS

?



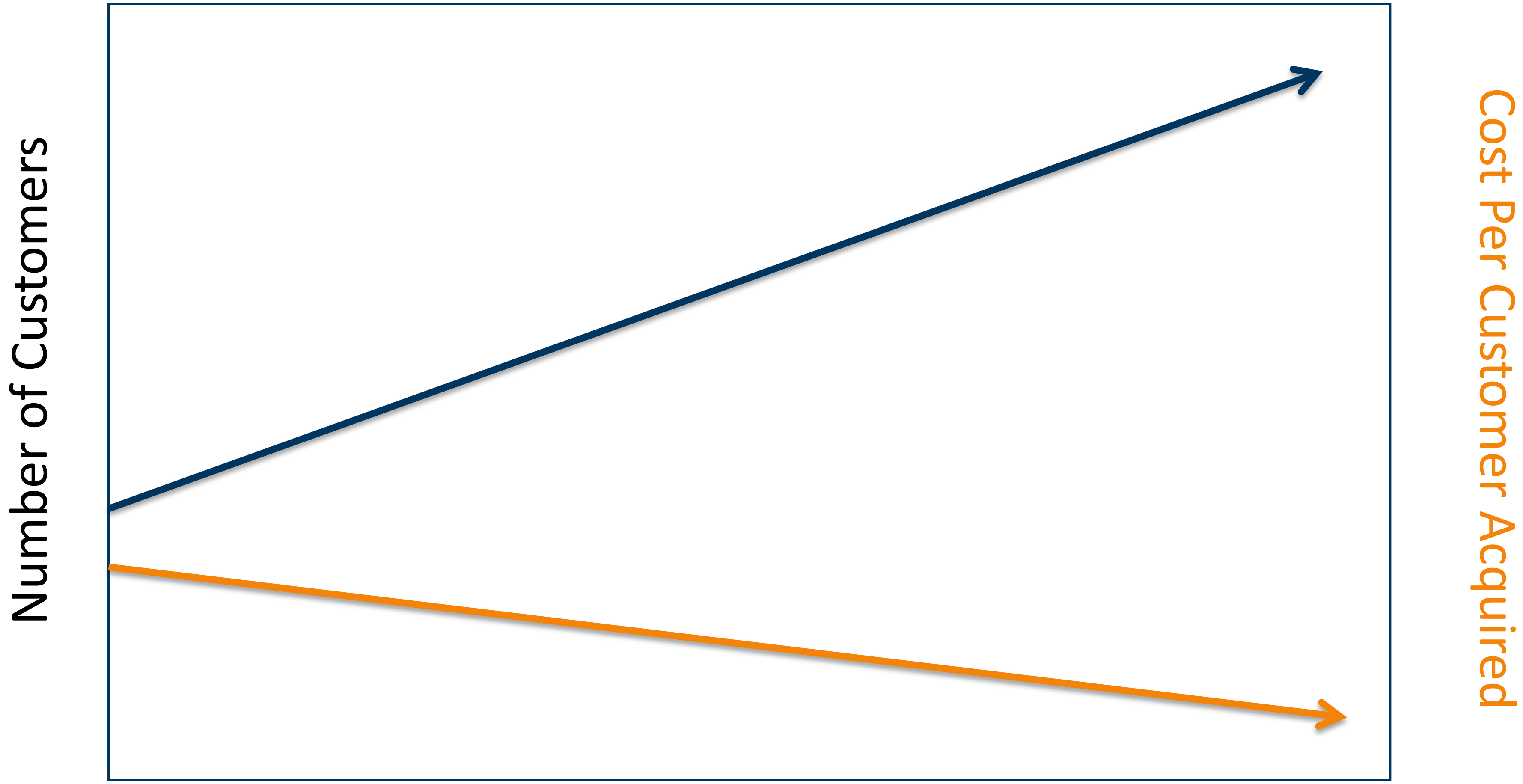
Customer
Value
("CV")

Cost of Customer
Acquisition
("CoCA")


Channel
$20K-$30K
> $50K
Inside
Sales
> $20K
Direct
Sales
Complexity
Blended
Online/Tfone
> $2K
< $500
"Freemium"
< $10
Online
self-serve
Risk

RevenueTEK

Design your Marketing and Sales processes to acquire customers not just more EFFECTIVELY – but more EFFICIENTLY.



RevenueTEK

Just a 1% Year-On-Year improvement at can drive massively disproportionate increases in PROFIT and VALUE.

		Year 1		Year 2		Year 3
A.	Lead to Appointment (Top of Funnel)	35%	1%	36%	1%	37%
B.	Appointment to Offer (Mid-Funnel)	35%	1%	36%	1%	37%
C.	Offer to Close (Botton of Funnel)	20%	1%	21%	1%	22%
D.	End-to-End Conversion (AxBxC)	2.45%		2.72%		3.01%
E.	Sales	$20,000,000		$22,217,143		$24,586,122
F.	Cost of Sales	$13,200,000	0%	$14,663,314	0%	$16,226,841
G.	Gross Margin (E-F)	$6,800,000		$7,553,829		$8,359,282
	Gross Margin %	34%		34%		34%
H.	Overheads	$5,800,000	0%	$5,800,000	0%	$5,800,000
J.	EBITDA (G-H)	$1,000,000		$1,753,829		$2,559,282
		5.0%		7.9%		10.4%
K.	Value Multiple	4		4		4
L.	Valuation (JxK)	$4,000,000		$7,015,314		$10,237,127

CUMULATIVE INCREASE IN VALUATION **156%**

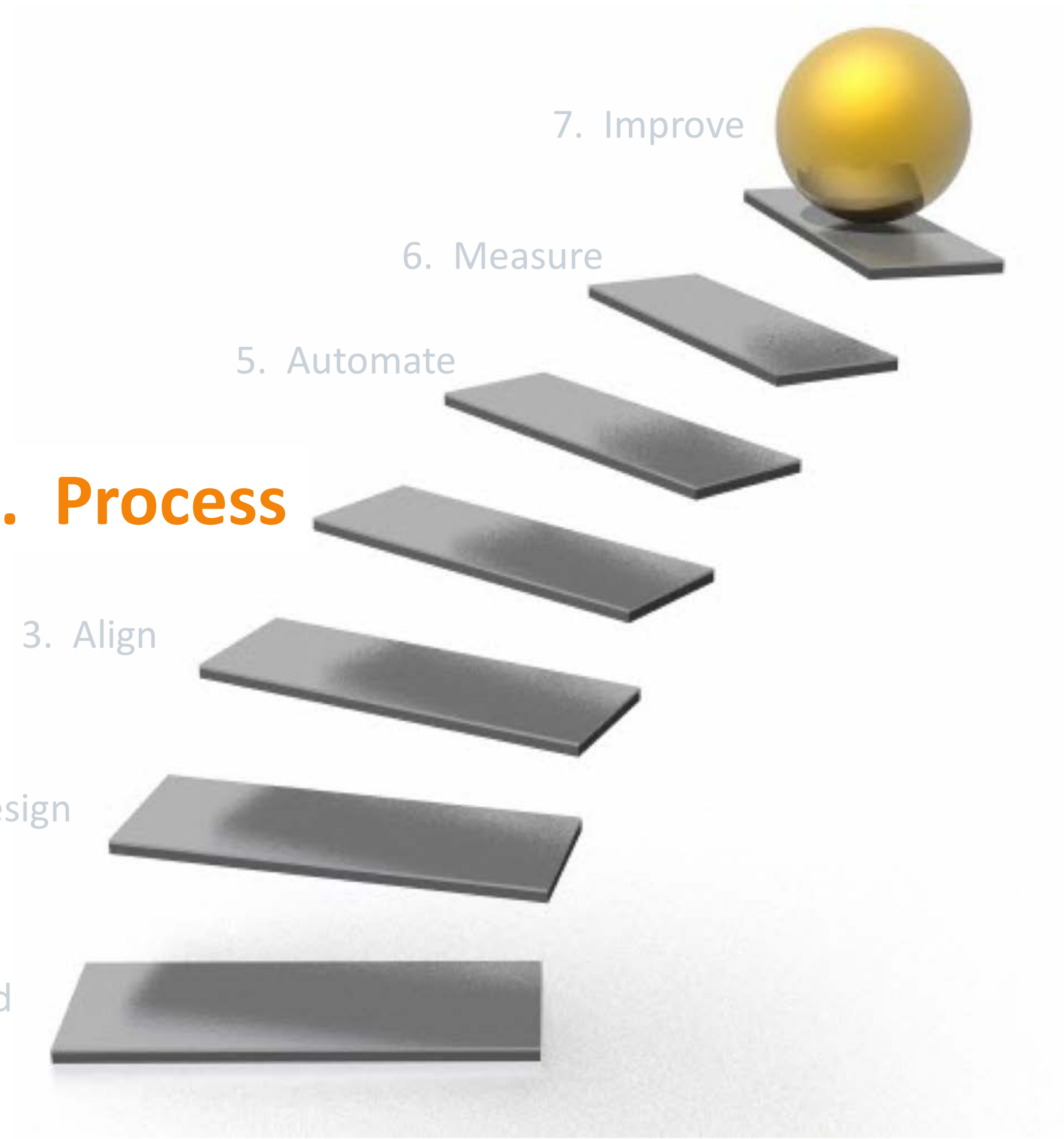
RevenueTEK

Unfortunately, the same multiplier effect works just as well – in reverse.

		Year 1		Year 2		Year 3
A.	Lead to Appointment (Top of Funnel)	35%	-1%	34%	-1%	33%
B.	Appointment to Offer (Mid-Funnel)	35%	-1%	34%	-1%	33%
C.	Offer to Close (Botton of Funnel)	20%	-1%	19%	-1%	18%
D.	End-to-End Conversion (AxBxC)	2.45%		2.20%		1.96%
E.	Sales	$20,000,000		$17,929,796		$16,001,633
F.	Cost of Sales	$13,200,000	0%	$11,833,665	0%	$10,561,078
G.	Gross Margin (E-F)	$6,800,000		$6,096,131		$5,440,555
	Gross Margin %	34%		34%		34%
H.	Overheads	$5,800,000	0%	$5,800,000	0%	$5,800,000
J.	EBITDA (G-H)	$1,000,000		$296,131		-$359,445
		5.0%		1.7%		-2.2%
K.	Value Multiple	4		4		4
L.	Valuation (JxK)	$4,000,000		$1,184,522		-$1,437,780

RevenueTEK

CUMULATIVE DECREASE IN VALUATION **-136%**



7. Improve
6. Measure
5. Automate
4. **Process**
3. Align
2. Design
1. Understand

RevenueTEK

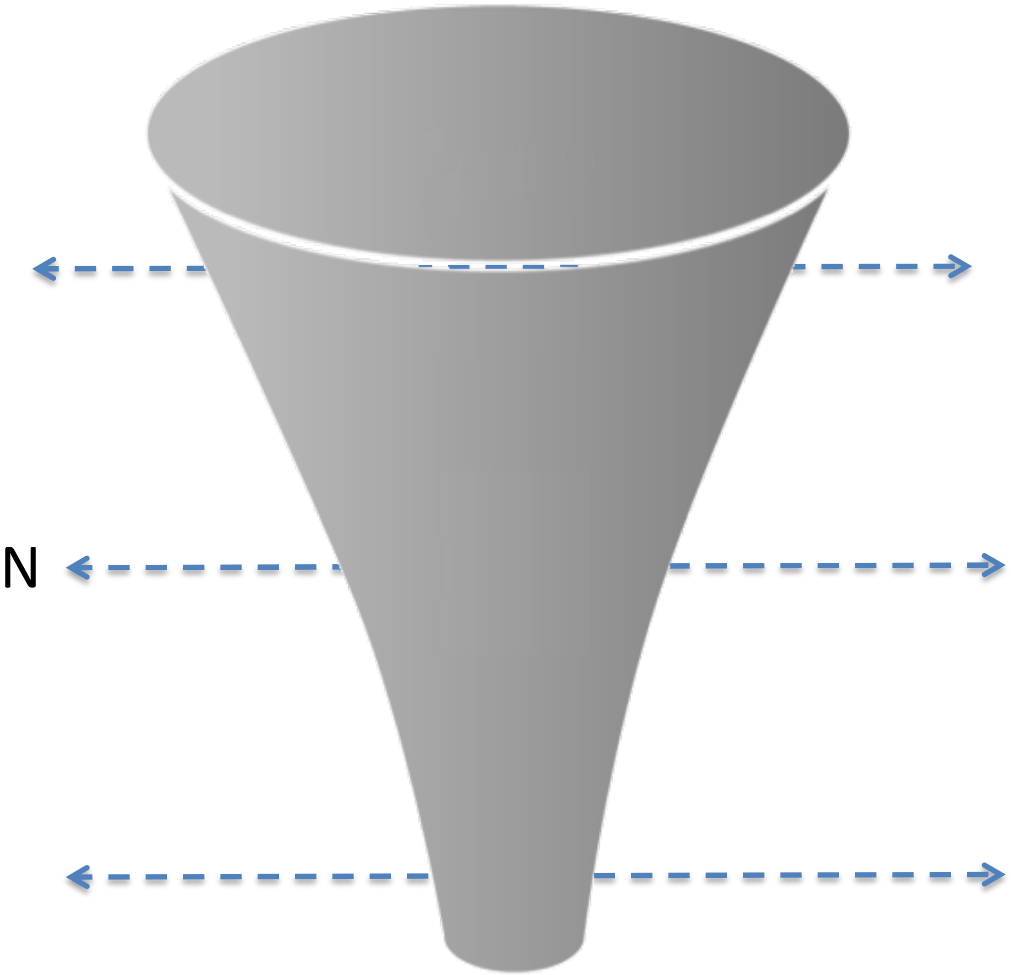
Carefully design the PROCESS so each step logically flows to the next.

SEO
Email Campaign
Thought Leadership
Webinar
Event
Telemarketing
Sales Meeting
Proposal
Close

Make revenue creation an

ORGANISATIONAL STRUCTURE

ALIGN the stages of your BUYERS' JOURNEYS to the stages of your REVENUE PROCESS



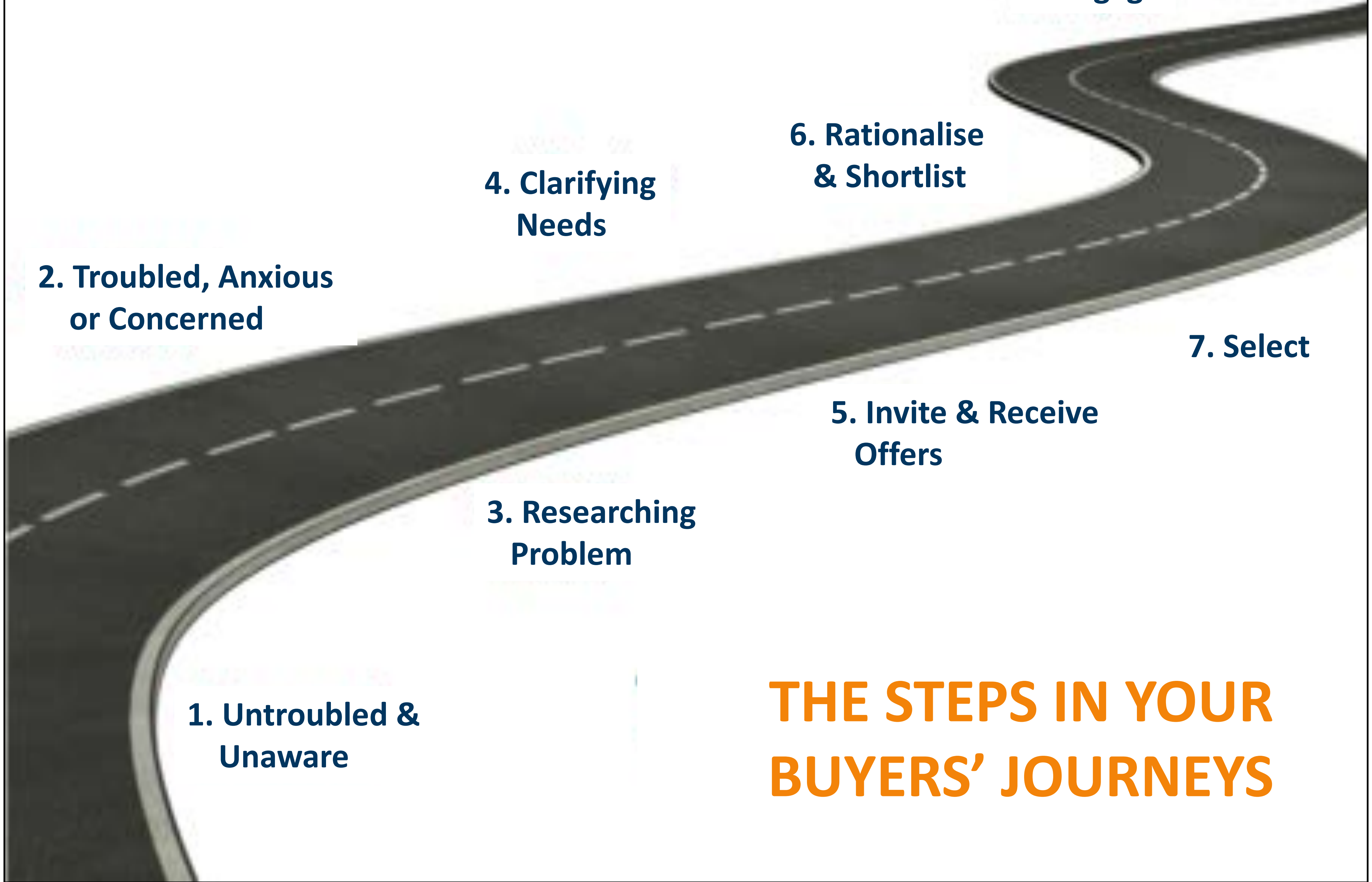
AWARENESS ← → TOP OF FUNNEL

CONSIDERATION ← → MID-FUNNEL

PURCHASE ← → BOTTOM OF FUNNEL

RevenueTEK

THE STEPS IN YOUR BUYERS’ JOURNEYS

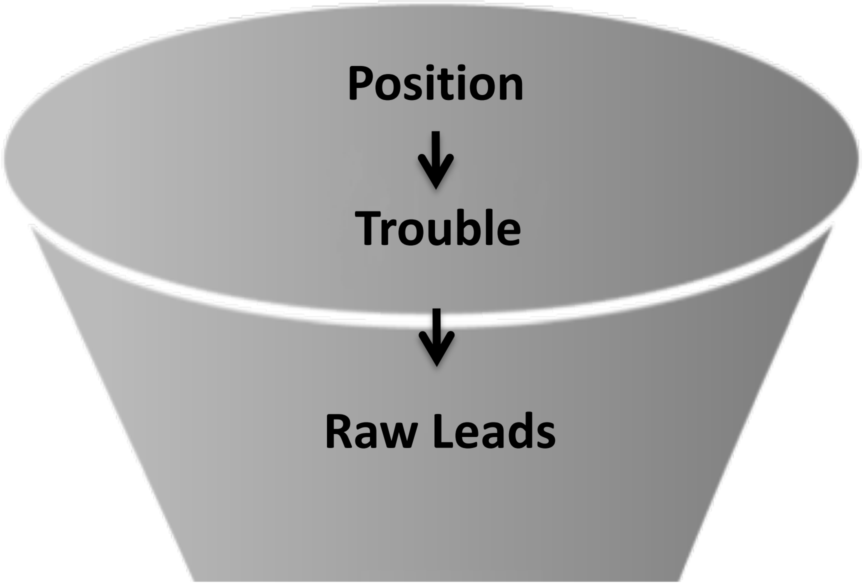


1. Untroubled & Unaware
2. Troubled, Anxious or Concerned
3. Researching Problem
4. Clarifying Needs
5. Invite & Receive Offers
6. Rationalise & Shortlist
7. Select
8. Engage

THE STEPS IN YOUR REVENUE PROCESS

1. Generate Awareness/ Get Positioned
2. Trouble Them
3. Get Found
4. Help Them Define Need
5. Submit Proposal or Offer
6. Defeat the Competition
7. Contract
8. Engage

What is the TOP OF FUNNEL?



Position

↓

Trouble

↓

Raw Leads

1. **Get Positioned / Generate Awareness**

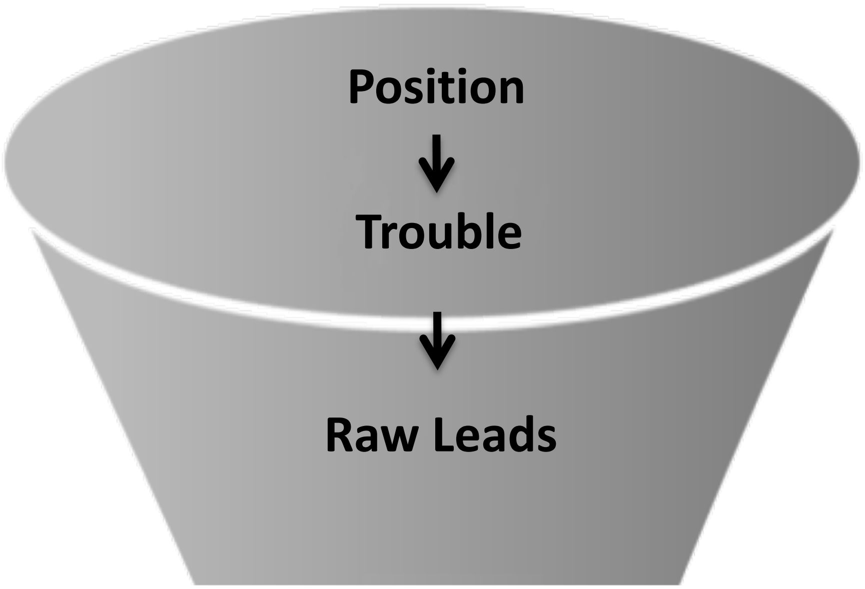
All buyers begin unaware. They may be unaware they have a problem you can help them solve, unaware that your product or service category exists or simply unaware of you. Or they could be unaware of all three.

2. **Trouble Them**

The first real step in the Buyers Journey happens when the buyer becomes anxious or troubled by something. It is essential that buyers be troubled because until they are troubled, they will rarely buy.

You can wait for them to get troubled by themselves, or actively promote the onset of their troubled state.

How does the TOP OF FUNNEL work?



1. **Get Positioned / Generate Awareness**

- PR
- Social Media
- Website
- Inbound & Outbound Marketing

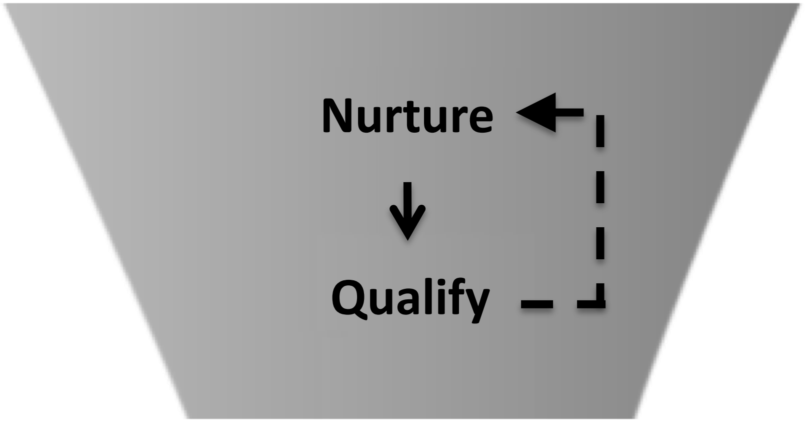
2. **Trouble Them**

- Thought Leadership
- Website
- Troubling Content
- Inbound & Outbound Marketing

Your objective in the Top of Funnel is to generate **RAW LEADS.**

They're little more than NAMES at this point, but their Buying Journeys have begun.

What is the MID-FUNNEL?



3. Nurture

Because they are so early in their journeys, raw leads need to be nurtured. They're exploring the degrees and dimensions of the problem they are now aware they have. They're researching it, discussing it with their peers – perhaps even looking at who might be able to help them.

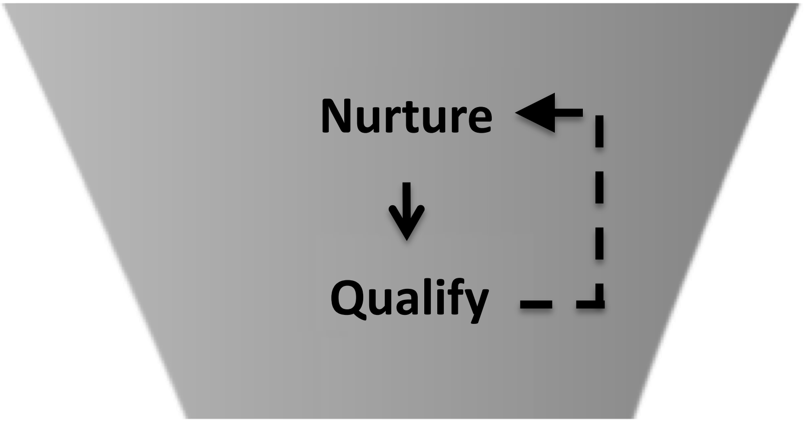
But they are not anywhere near ready to buy, and so we nurture them.

4. Qualify

If we nurture properly, we will build our understanding of where they are, what they're thinking – and how badly they're being affected by the problem they have.

If they're hurting badly enough we'll qualify them as MQL's – Marketing Qualified Leads. If they're not, we'll keep nurturing them until they are.

How does the **MID-FUNNEL** work?



Nurture

Qualify

3. Nurture (& Segment)

- Marketing Automation
- Inbound & Outbound Marketing
- Directed Content
- Thought Leadership

4. Qualify

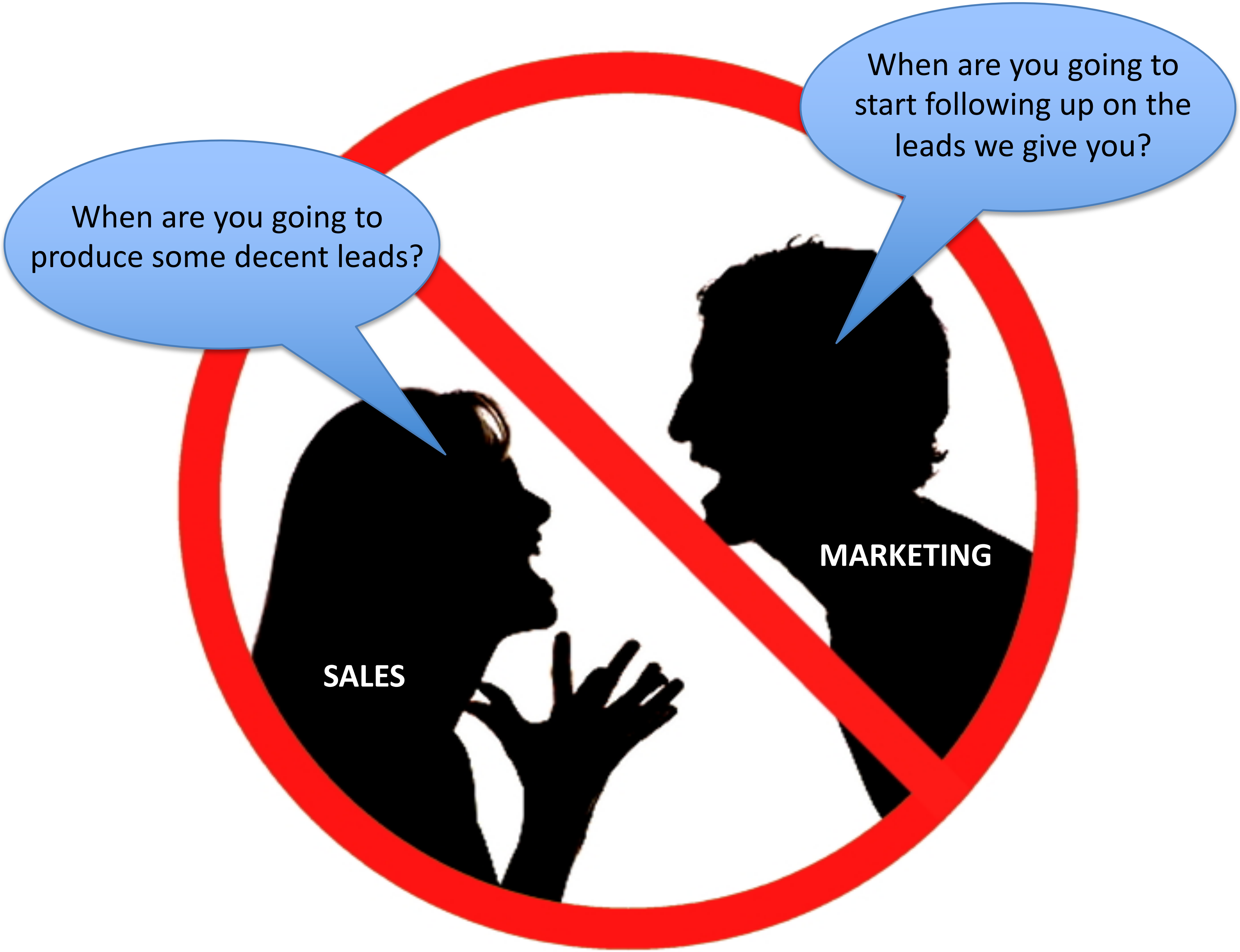
- Marketing Automation
- Lead Tracking
- Lead Scoring

Your objective in the Mid-Funnel is to **NURTURE** the **RAW LEADS** until they become **MARKETING QUALIFIED LEADS.**

This can take some time, so be prepared to be patient. You risk defeating the purpose by pulling leads out of the oven until they're properly cooked!

WHAT IS A LEAD?

RevenueTEK


When are you going to produce some decent leads?
When are you going to start following up on the leads we give you?
SALES
MARKETING

I just called the last 3 leads you gave me. They were a complete waste of time. Why would I bother calling any more?

Marketing and Sales

SHOULD AGREE

on the

CRITERIA

by which an

MQL

becomes an

SQL.

Sales accepts SQL's and further qualifies OPPORTUNITIES

Most reps CAN’T PROSPECT. Unfortunately - neither can MARKETING!

- The rep skill set to pursue and close opportunities is different to prospecting – good at one invariably means not good at the other

- But reps still waste as much as 30% of their available 2000 selling hours per year prospecting for leads (RevenueTEK Revenue Performance Index 2018)

- 74% of CEO’s think Marketing has missed the bus – too focused on“brand” (Fournaise Marketing Group Study 2012)

- Over 80% of sales managers need more leads (RevenueTEK Revenue Performance Index 2018)

So most companies are chronically SHORT OF LEADS.

Marketing Responses?

- Advertising? 50% of spend wasted – Google = consideration
- Social? Not consistent or reliable – very hard to run well
- Email marketing? Un-read newsletters, opt-outs driven by low value content, fizzle out eventually
- 80% of collateral unusable by sales reps
- Rep & prospect time wasted by meeting too early in the sales cycle because of poor / non-existent qualification by Marketing
- Prospects do go on and buy – but from someone else (poor lead nurturing by Marketing)

Sales tries to FILL THE VOID.

Sales Responses?

- Hire more reps? Expensive, long lag time to productivity, 62% never make target
- More sales training? 90% of skills forgotten within 30-45 days (Sales Executive Council 2016)
- Spend even more on CRM? 80% of installs fail due to poor change management and lack of attention to process.

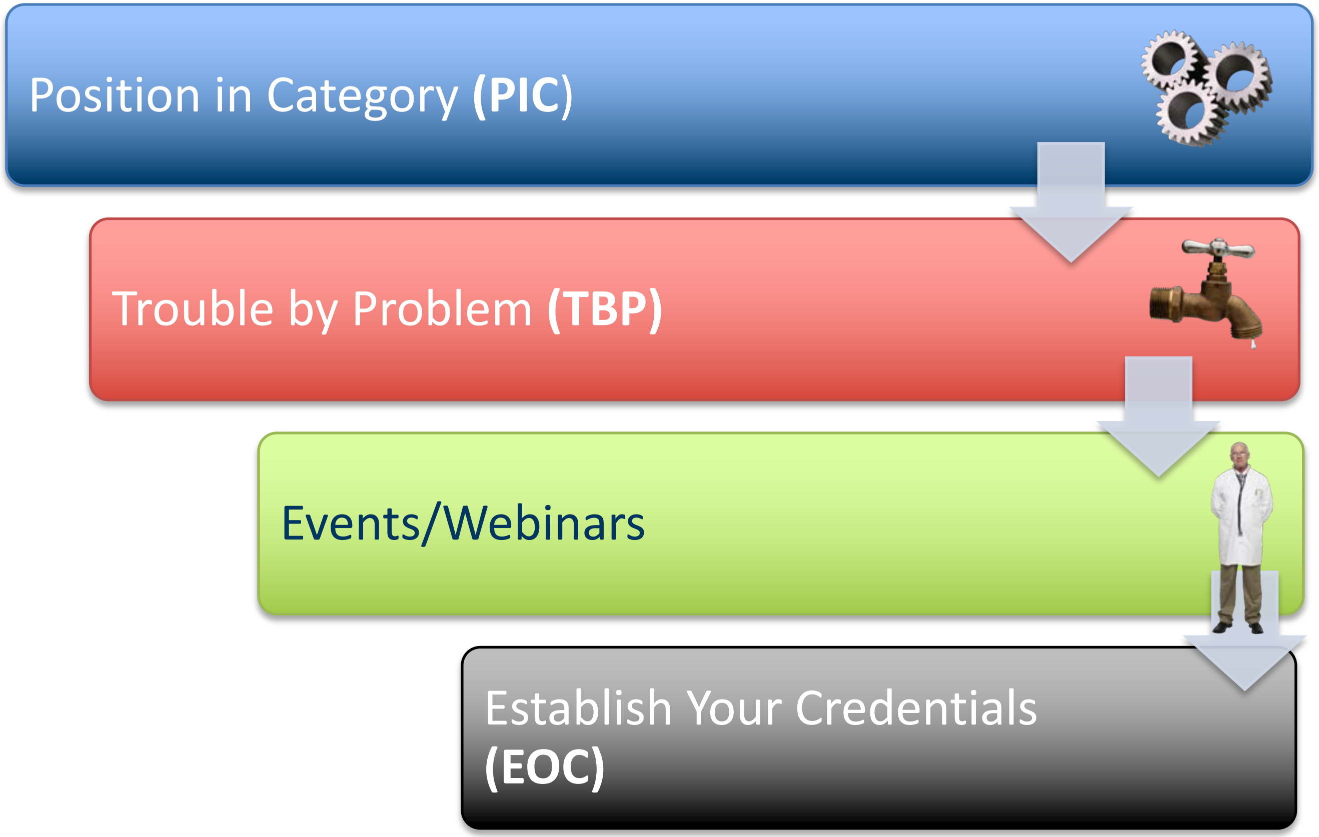
What to do?

The answer…..is LEAD NURTURING.

A ***Lead Nurturing Program***

- Pre-qualified leads delivered to reps
- Buyers who now feel they have the pain you solve
- Think you are a credible source of help solving that pain
- Are ready and wanting to talk to a rep
- All for less than half the cost of two of your unproductive sales or marketing people!

Align the major steps with the BUYERS' JOURNEY.



Position in Category **(PIC)**

Trouble by Problem **(TBP)**

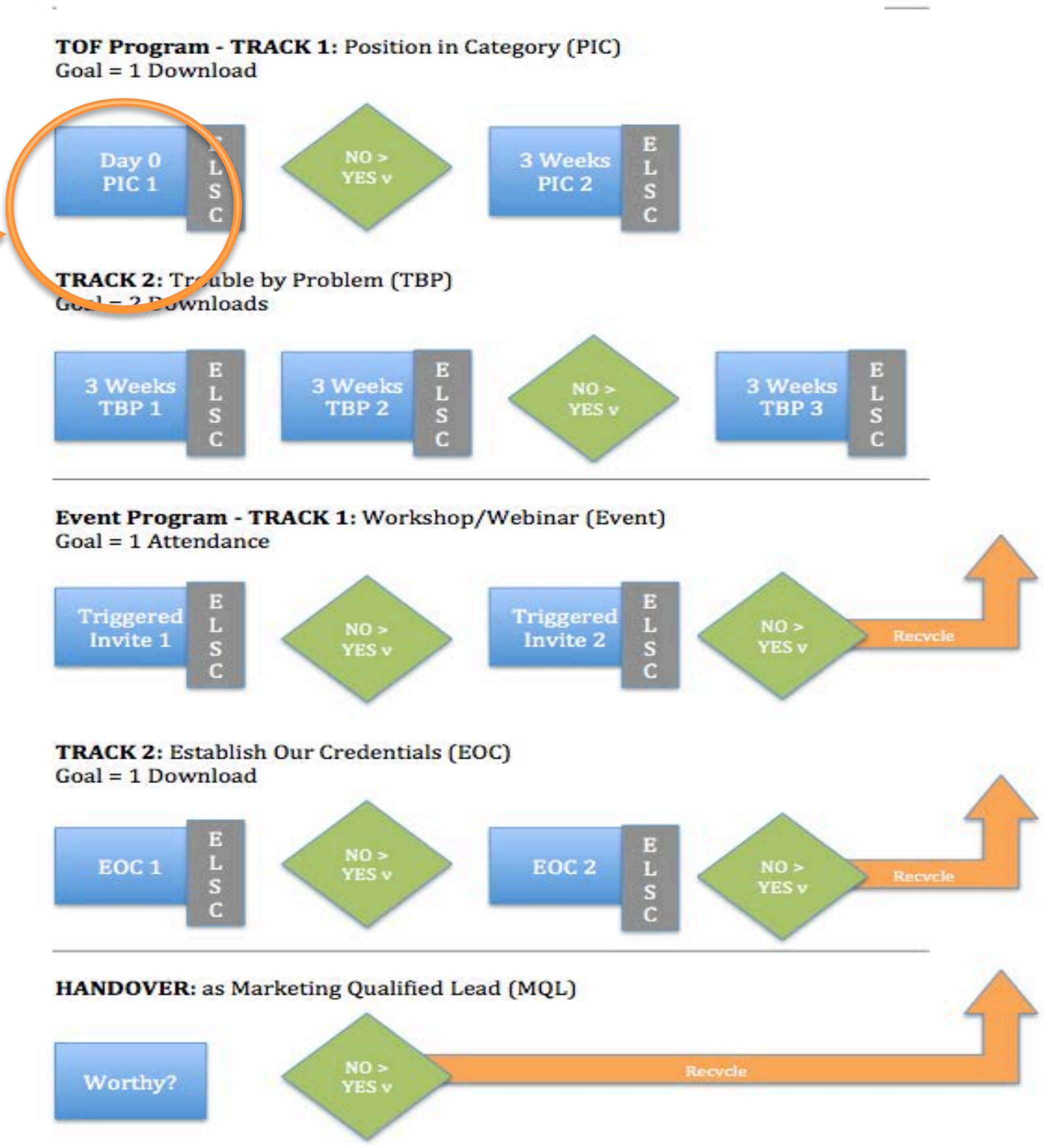
Events/Webinars

Establish Your Credentials
(EOC)

Progress buyers along their journey to want to buy from you…

…Until they're ready to talk to a sales person

Carefully consider the FULL PROGRAM FLOW



Lets look at just 1 x step

TOF Program - TRACK 1: Position in Category (PIC)
Goal = 1 Download

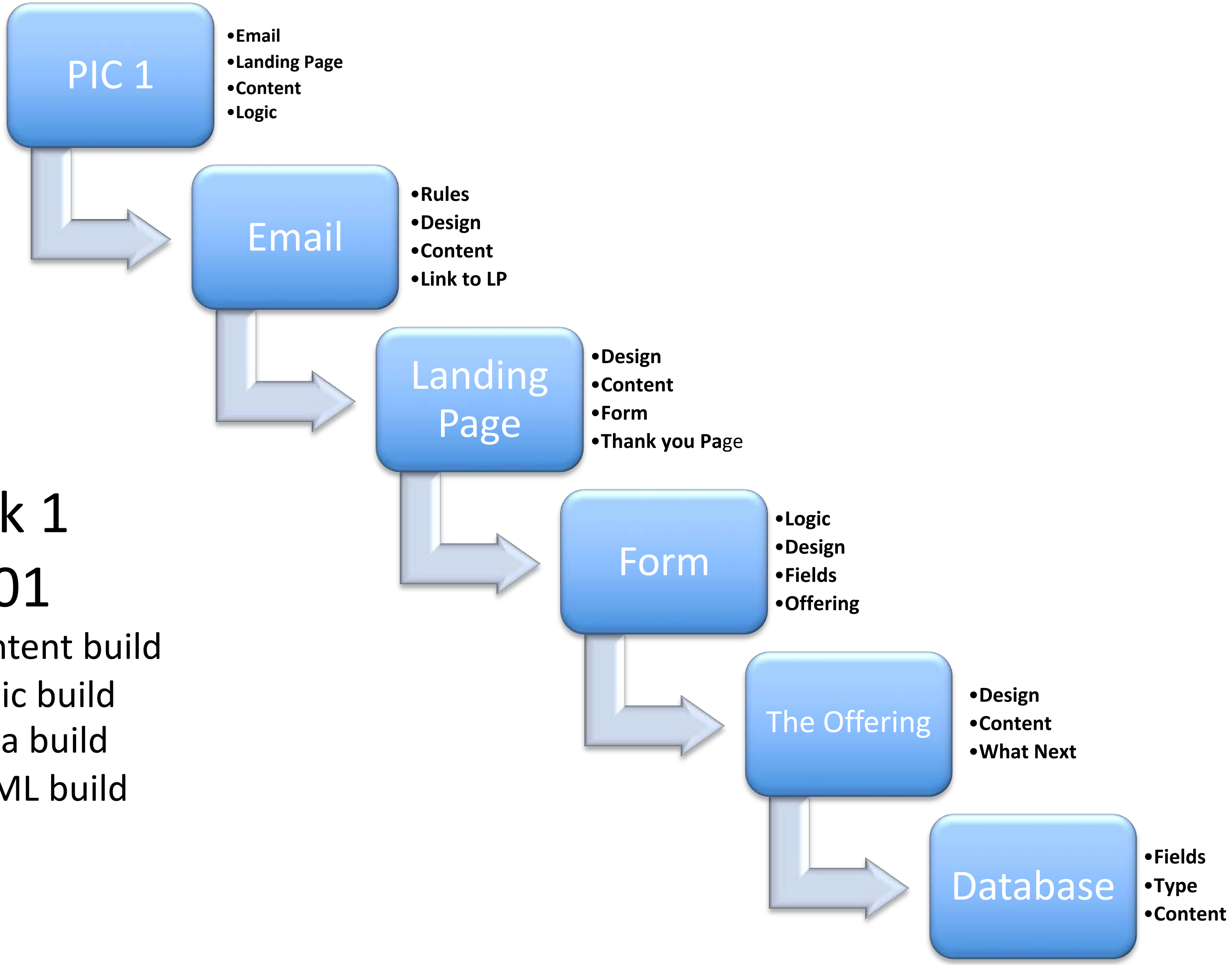
TRACK 2: Trouble by Problem (TBP)
Goal = 2 Downloads

Event Program - TRACK 1: Workshop/Webinar (Event)
Goal = 1 Attendance

TRACK 2: Establish Our Credentials (EOC)
Goal = 1 Download

HANDOVER: as Marketing Qualified Lead (MQL)

Day 0 PIC 1
E L S C
NO > YES v
3 Weeks PIC 2
E L S C
3 Weeks TBP 1
E L S C
3 Weeks TBP 2
E L S C
NO > YES v
3 Weeks TBP 3
E L S C
Triggered Invite 1
E L S C
NO > YES v
Triggered Invite 2
E L S C
NO > YES v
Recycle
EOC 1
E L S C
NO > YES v
EOC 2
E L S C
NO > YES v
Recycle
Worthy?
NO > YES v
Recycle



PIC 1
- Email
- Landing Page
- Content
- Logic

Email
- Rules
- Design
- Content
- Link to LP

Landing Page
- Design
- Content
- Form
- Thank you Page

Form
- Logic
- Design
- Fields
- Offering

The Offering
- Design
- Content
- What Next

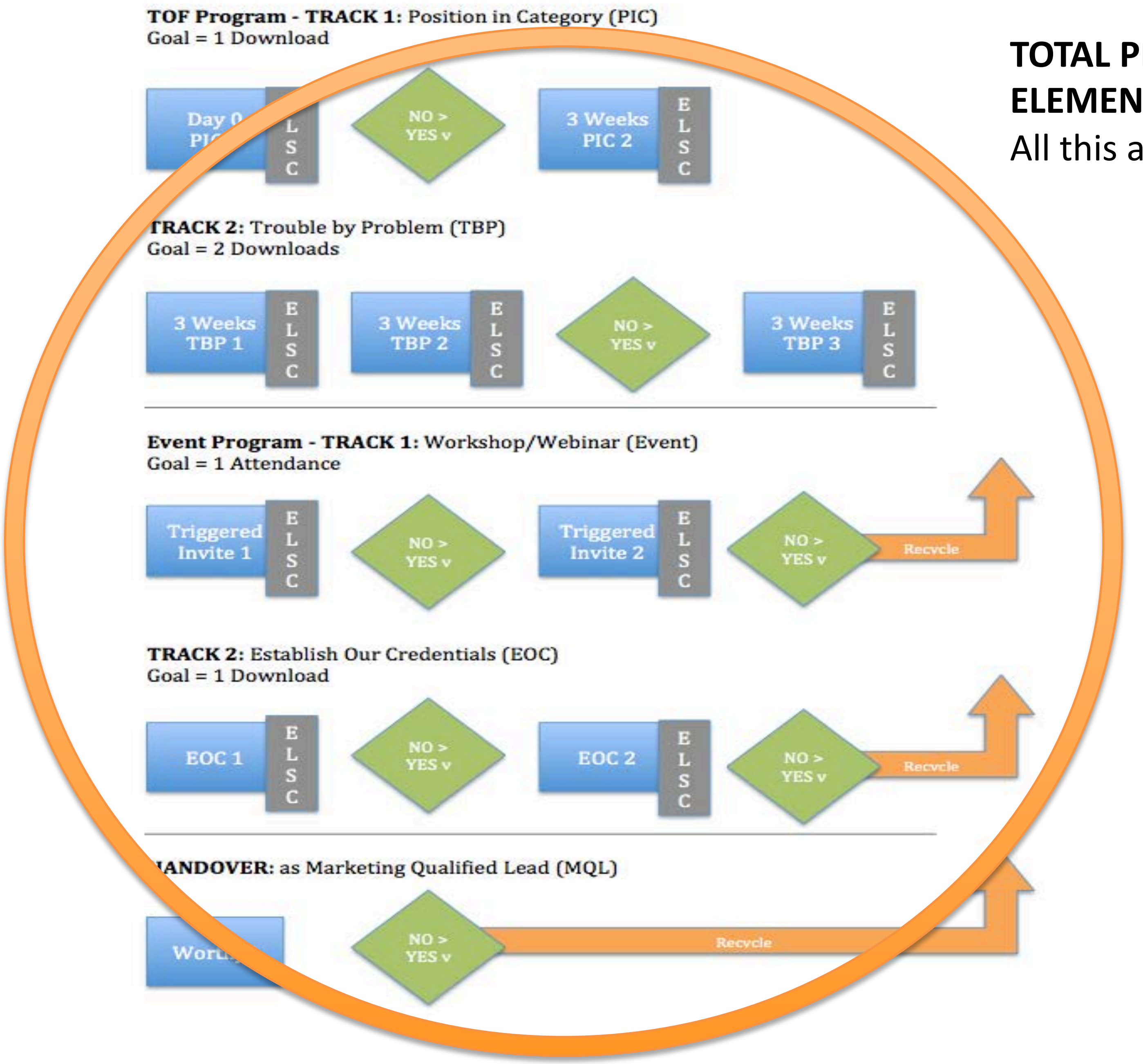
Database
- Fields
- Type
- Content

Track 1

PIC 01

- Content build
- Logic build
- Data build
- HTML build

RevenueTEK


TOF Program - TRACK 1: Position in Category (PIC)
Goal = 1 Download

Day 0
PI
E
L
S
C
NO >
YES v
3 Weeks
PIC 2
E
L
S
C

TRACK 2: Trouble by Problem (TBP)
Goal = 2 Downloads

3 Weeks
TBP 1
E
L
S
C
3 Weeks
TBP 2
E
L
S
C
NO >
YES v
3 Weeks
TBP 3
E
L
S
C

Event Program - TRACK 1: Workshop/Webinar (Event)
Goal = 1 Attendance

Triggered
Invite 1
E
L
S
C
NO >
YES v
Triggered
Invite 2
E
L
S
C
NO >
YES v
Recycle

TRACK 2: Establish Our Credentials (EOC)
Goal = 1 Download

EOC 1
E
L
S
C
NO >
YES v
EOC 2
E
L
S
C
NO >
YES v
Recycle

ANDOVER: as Marketing Qualified Lead (MQL)

Wor
NO >
YES v
Recycle

TOTAL PROGRAM ELEMENTS:

All this adds up to…

A Basic Program Contains these Elements:

117 Decisions Points
110 Database entries
60 Survey Questions
60 Steps
47 emails
32 Tracks
20 landing pages
10 Forms
10 whitepapers
4 funnels
1 Database

Marketing Automation software will help with this.

But in addition to the software you will also need….

LEAD NURTURING requires these elements

117 Decisions Points
110 Database entries
60 Survey Questions
60 Steps
47 emails
32 Tracks
20 landing pages
10 Forms
10 whitepapers
4 funnels
1 Database

471 Elements

+

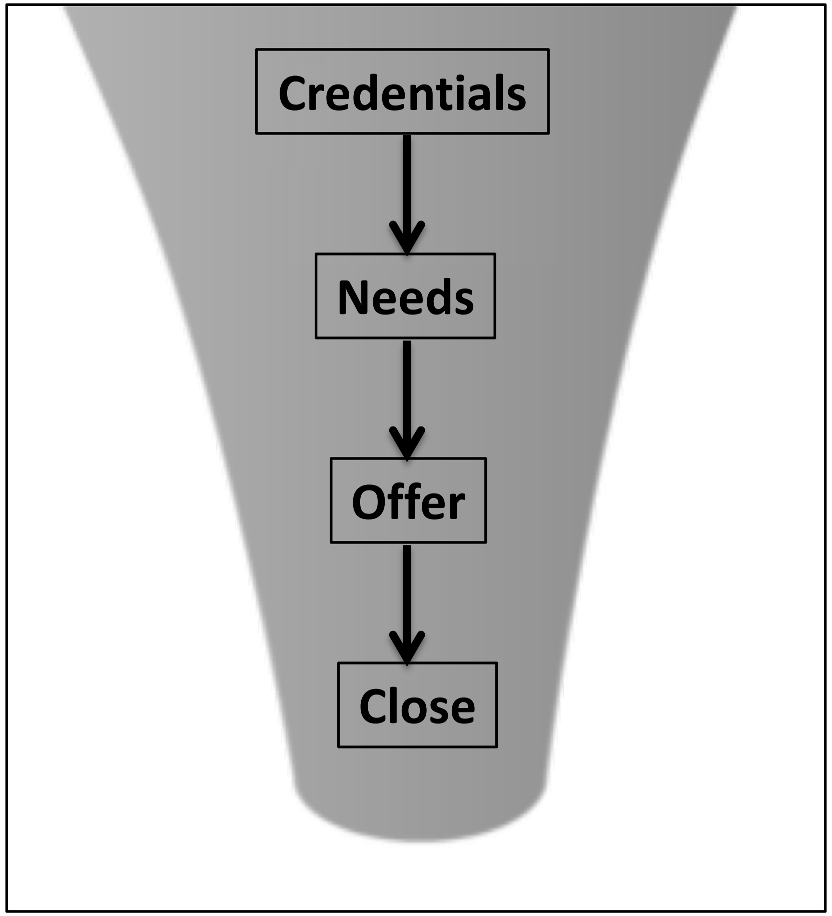
Customer Focus
Software Proficiency
Program Management
Business Analyst
Creative Writing
Web Design
Marketing

7+ Skillsets

=

One Program

What is the **BOTTOM OF FUNNEL?**



5. Establish Credentials

Before they will trust us to help them further, buyers must understand and believe our credentials for solving their problems.

6. Understand & Define Needs

They know they've got a problem. And they now believe we can help them solve it. Now our buyers need to clearly understand and define what they need to do in order to start solving their problems.

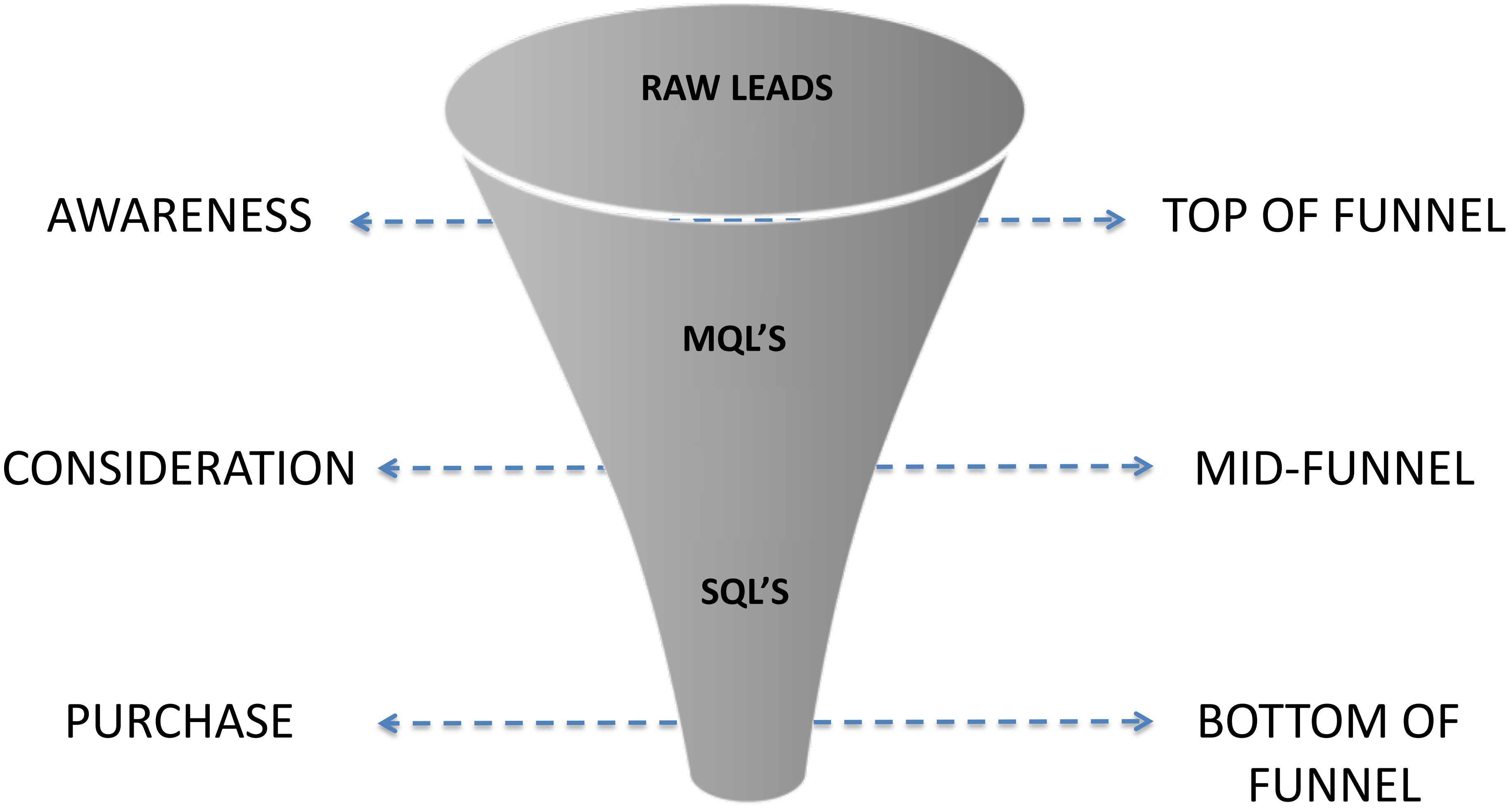
7. Accept Offers / Proposals

Armed with clear definition of their needs, buyers seek offers from providers who can address those needs. If you've managed the process well, one of those providers will be you. If you've done it really well, perhaps only you.

8. Close

Self explanatory!

Summary of the REVENUE PROCESS



RAW LEADS

AWARENESS

TOP OF FUNNEL

MQL’S

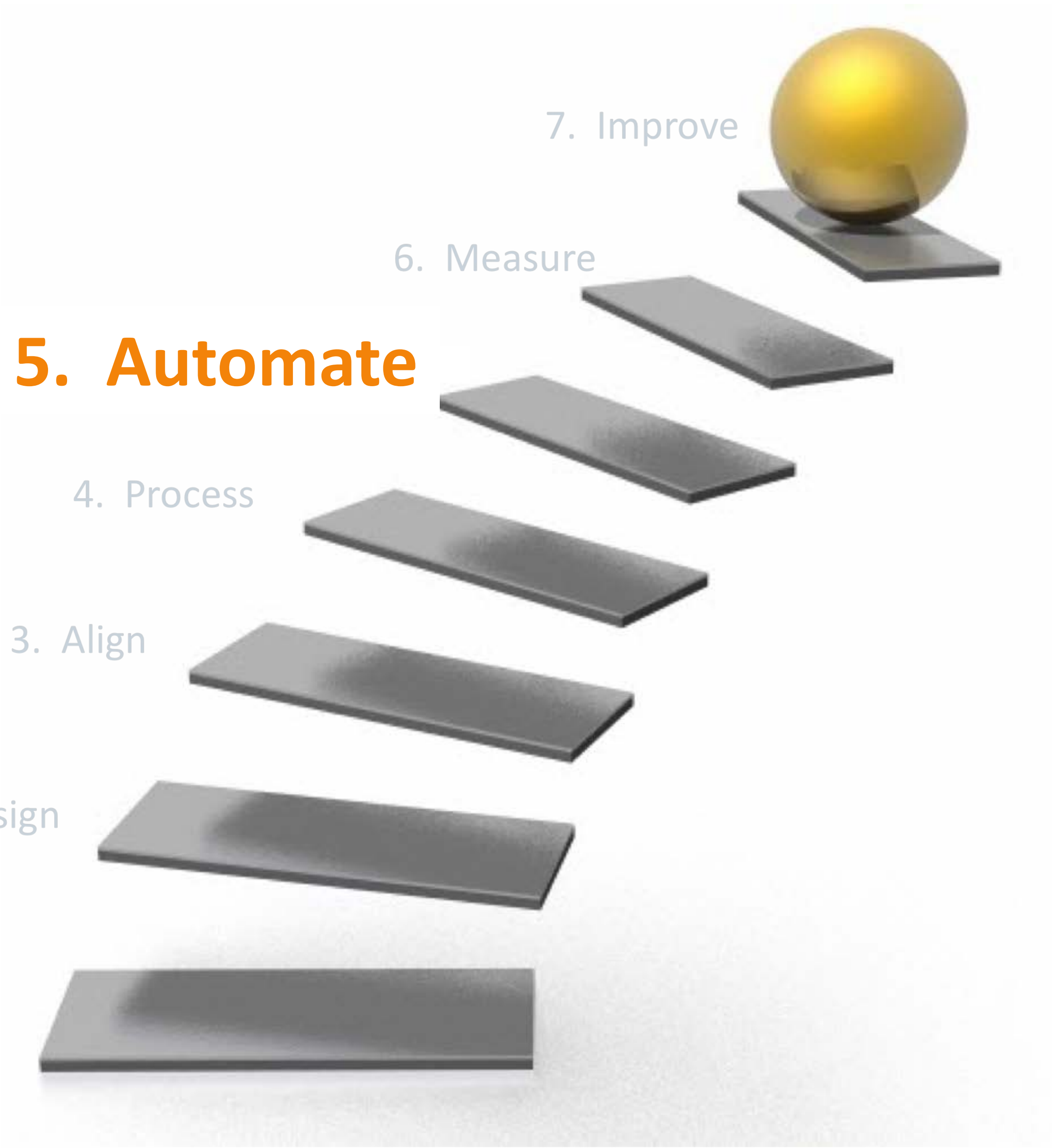
CONSIDERATION

MID-FUNNEL

SQL’S

PURCHASE

BOTTOM OF FUNNEL



7. Improve

6. Measure

5. Automate

4. Process

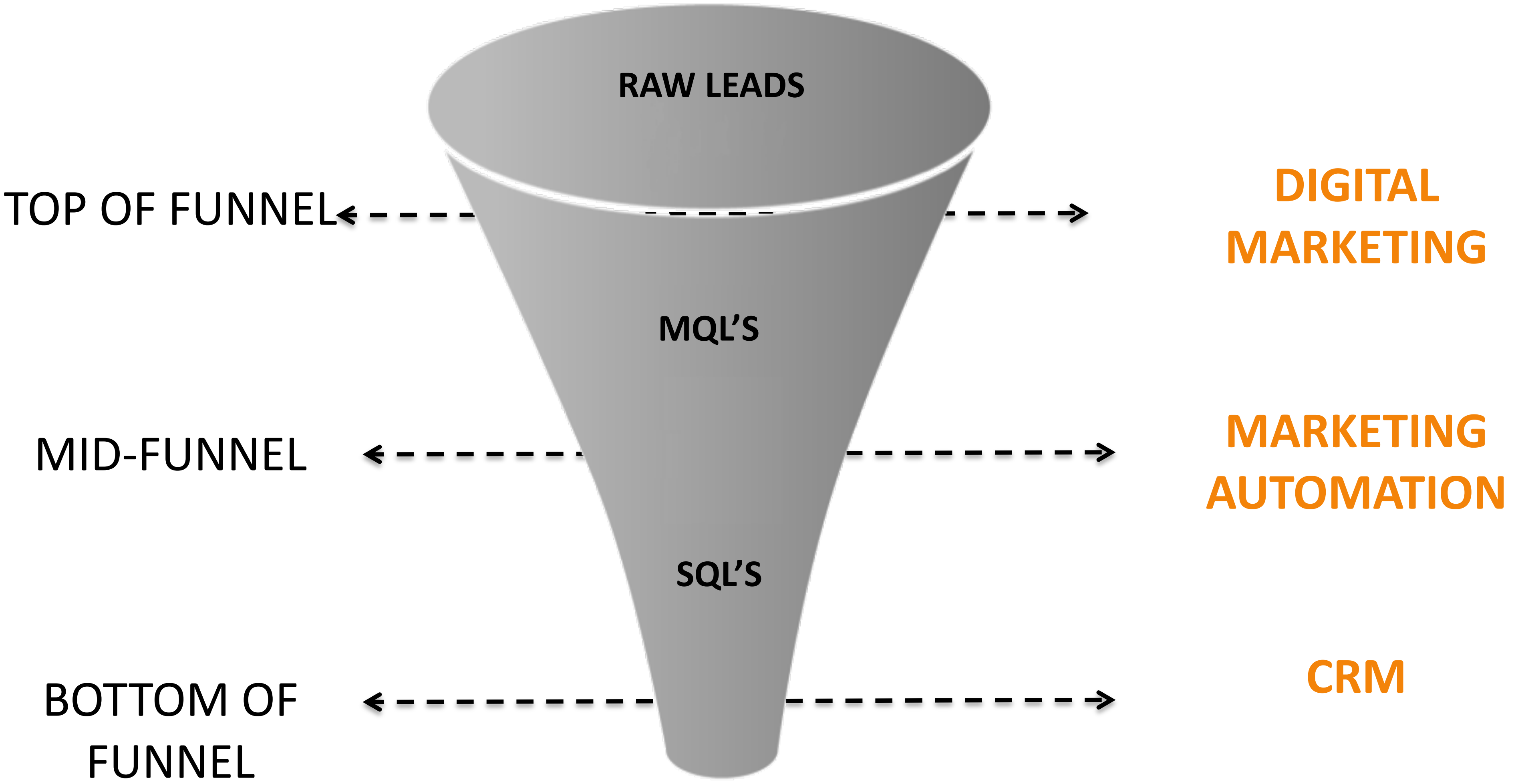
3. Align

2. Design

1. Understand

RevenueTEK

Technology Enables AUTOMATION of the Process



TOP OF FUNNEL

RAW LEADS

DIGITAL MARKETING

MID-FUNNEL

MQL'S

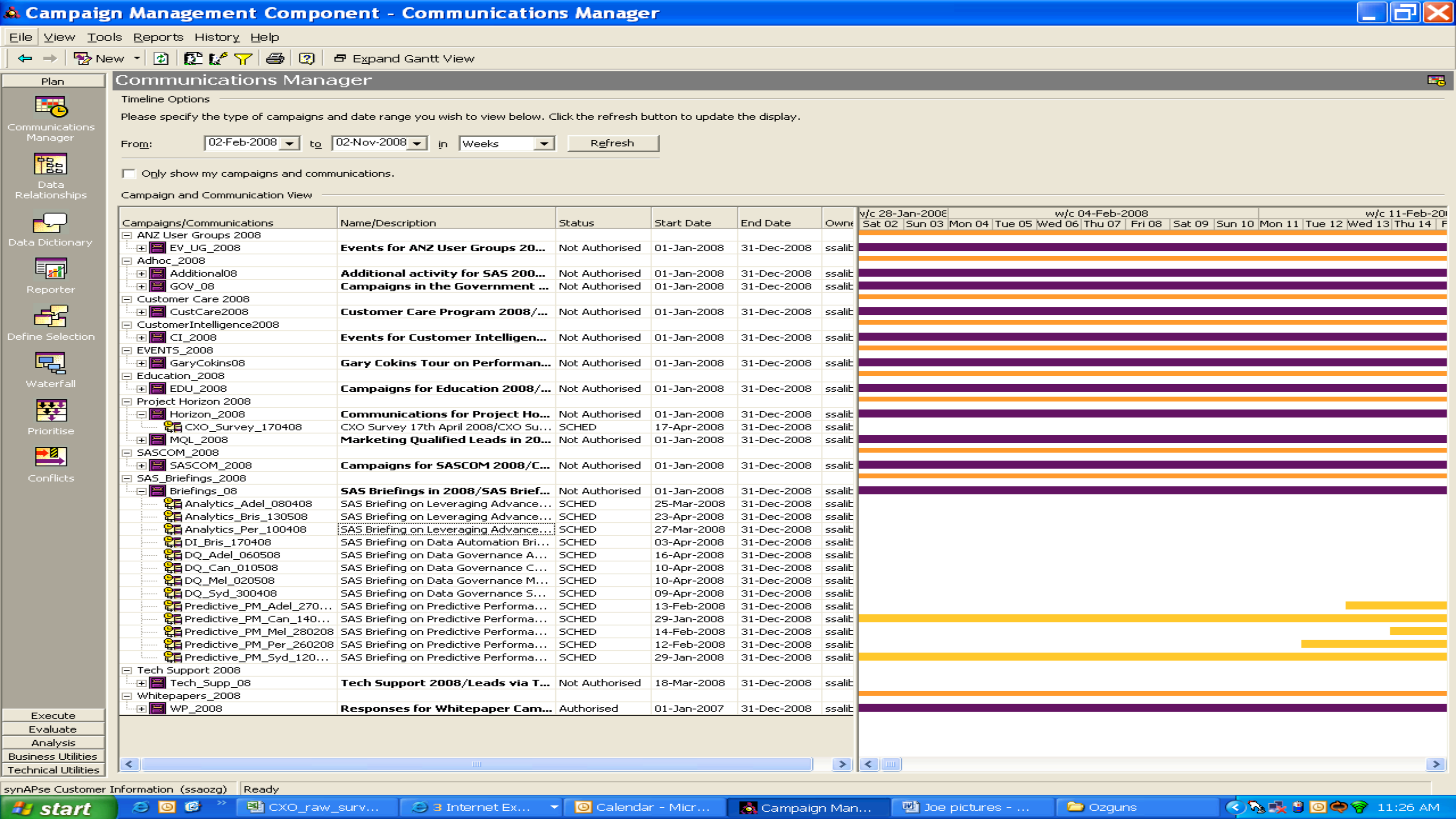
MARKETING AUTOMATION

BOTTOM OF FUNNEL

SQL'S

CRM

RevenueTEK


Campaign Management Component - Communications Manager
File
View
Tools
Reports
History
Help
New
Expand Gantt View
Plan
Communications Manager
Data Relationships
Data Dictionary
Reporter
Define Selection
Waterfall
Prioritise
Conflicts
Execute
Evaluate
Analysis
Business Utilities
Technical Utilities
w/c 28-Jan-2008
w/c 04-Feb-2008
w/c 11-Feb-20
Sat 02
Sun 03
Mon 04
Tue 05
Wed 06
Thu 07
Fri 08
Sat 09
Sun 10
Mon 11
Tue 12
Wed 13
Thu 14
start
CXO_raw_surv...
3 Internet Ex...
Calendar - Micr...
Campaign Man...
Joe pictures - ...
Ozguns
11:26 AM

Communications Manager

Timeline Options

Please specify the type of campaigns and date range you wish to view below. Click the refresh button to update the display.

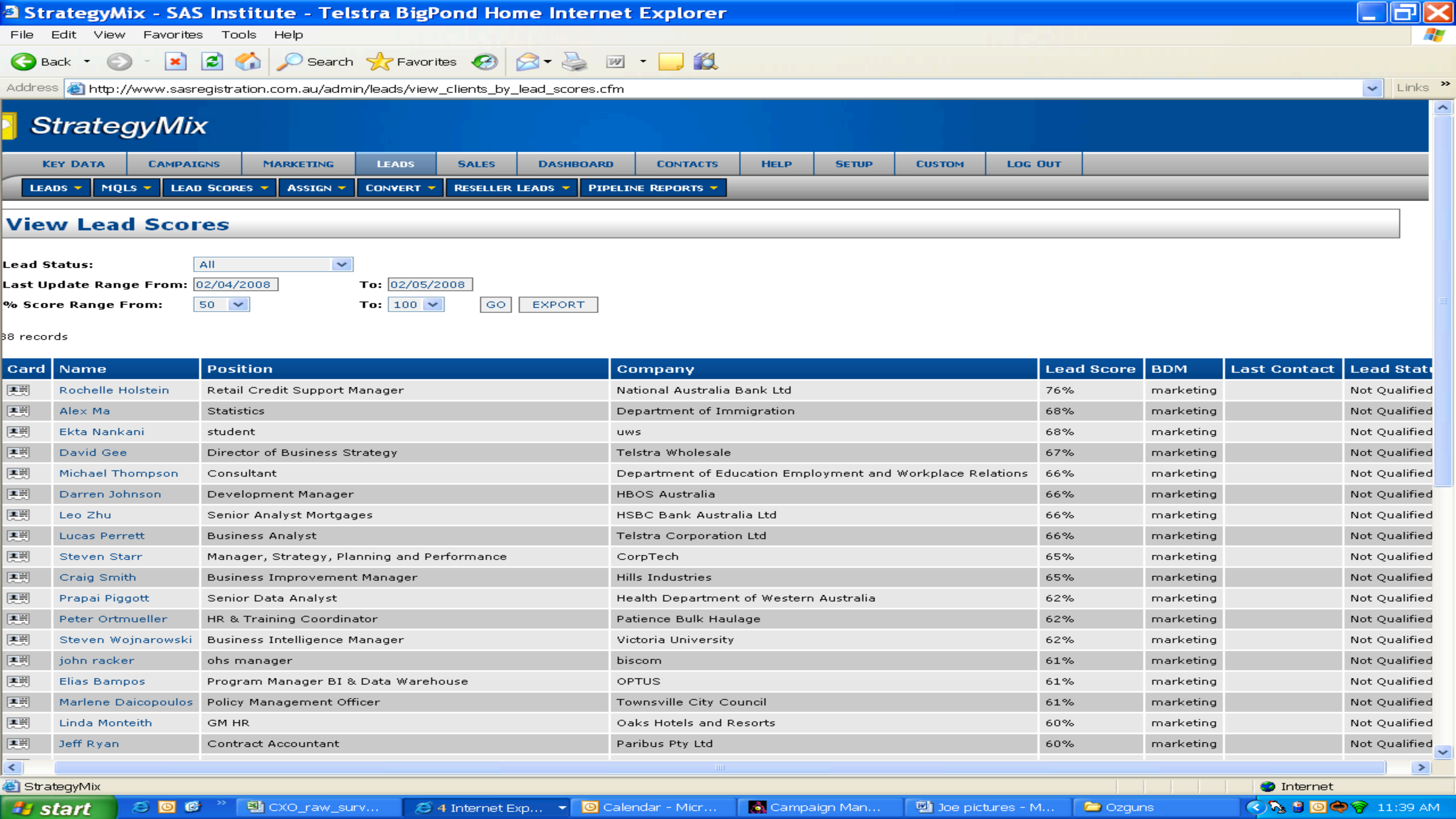
From: 02-Feb-2008 to 02-Nov-2008 in Weeks Refresh

☐ Only show my campaigns and communications.

Campaign and Communication View

Campaigns/Communications	Name/Description	Status	Start Date	End Date	Owne
ANZ User Groups 2008					
EV_UG_2008	**Events for ANZ User Groups 20...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Adhoc_2008					
Additional08	**Additional activity for SAS 200...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
GOV_08	**Campaigns in the Government ...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Customer Care 2008					
CustCare2008	**Customer Care Program 2008/...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
CustomerIntelligence2008					
CI_2008	**Events for Customer Intelligen...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
EVENTS_2008					
GaryCokins08	**Gary Cokins Tour on Performan...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Education_2008					
EDU_2008	**Campaigns for Education 2008/...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Project Horizon 2008					
Horizon_2008	**Communications for Project Ho...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
CXO_Survey_170408	CXO Survey 17th April 2008/CXO Su...	SCHED	17-Apr-2008	31-Dec-2008	ssalit
MQL_2008	**Marketing Qualified Leads in 20...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
SASCOM_2008					
SASCOM_2008	**Campaigns for SASCOM 2008/C...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
SAS_Briefings_2008					
Briefings_08	**SAS Briefings in 2008/SAS Brief...**	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Analytics_Adel_080408	SAS Briefing on Leveraging Advance...	SCHED	25-Mar-2008	31-Dec-2008	ssalit
Analytics_Bris_130508	SAS Briefing on Leveraging Advance...	SCHED	23-Apr-2008	31-Dec-2008	ssalit
Analytics_Per_100408	SAS Briefing on Leveraging Advance...	SCHED	27-Mar-2008	31-Dec-2008	ssalit
DI_Bris_170408	SAS Briefing on Data Automation Bri...	SCHED	03-Apr-2008	31-Dec-2008	ssalit
DQ_Adel_060508	SAS Briefing on Data Governance A...	SCHED	16-Apr-2008	31-Dec-2008	ssalit
DQ_Can_010508	SAS Briefing on Data Governance C...	SCHED	10-Apr-2008	31-Dec-2008	ssalit
DQ_Mel_020508	SAS Briefing on Data Governance M...	SCHED	10-Apr-2008	31-Dec-2008	ssalit
DQ_Syd_300408	SAS Briefing on Data Governance S...	SCHED	09-Apr-2008	31-Dec-2008	ssalit
Predictive_PM_Adel_270...	SAS Briefing on Predictive Performa...	SCHED	13-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Can_140...	SAS Briefing on Predictive Performa...	SCHED	29-Jan-2008	31-Dec-2008	ssalit
Predictive_PM_Mel_280208	SAS Briefing on Predictive Performa...	SCHED	14-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Per_260208	SAS Briefing on Predictive Performa...	SCHED	12-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Syd_120...	SAS Briefing on Predictive Performa...	SCHED	29-Jan-2008	31-Dec-2008	ssalit
Tech Support 2008					
Tech_Supp_08	**Tech Support 2008/Leads via T...**	Not Authorised	18-Mar-2008	31-Dec-2008	ssalit
Whitepapers_2008					
WP_2008	**Responses for Whitepaper Cam...**	Authorised	01-Jan-2007	31-Dec-2008	ssalit

synAPse Customer Information (ssaozg) Ready


StrategyMix - SAS Institute - Telstra BigPond Home Internet Explorer
File
Edit
View
Favorites
Tools
Help
Back
Search
Favorites
Address
http://www.sasregistration.com.au/admin/leads/view_clients_by_lead_scores.cfm
Links
StrategyMix
KEY DATA
CAMPAIGNS
MARKETING
LEADS
SALES
DASHBOARD
CONTACTS
HELP
SETUP
CUSTOM
LOG OUT
LEADS
MQLS
LEAD SCORES
ASSIGN
CONVERT
RESELLER LEADS
PIPELINE REPORTS
GO
EXPORT
StrategyMix
Internet
start
CXO_raw_surv...
4 Internet Exp...
Calendar - Micr...
Campaign Man...
Joe pictures - M...
Ozguns
11:39 AM

View Lead Scores

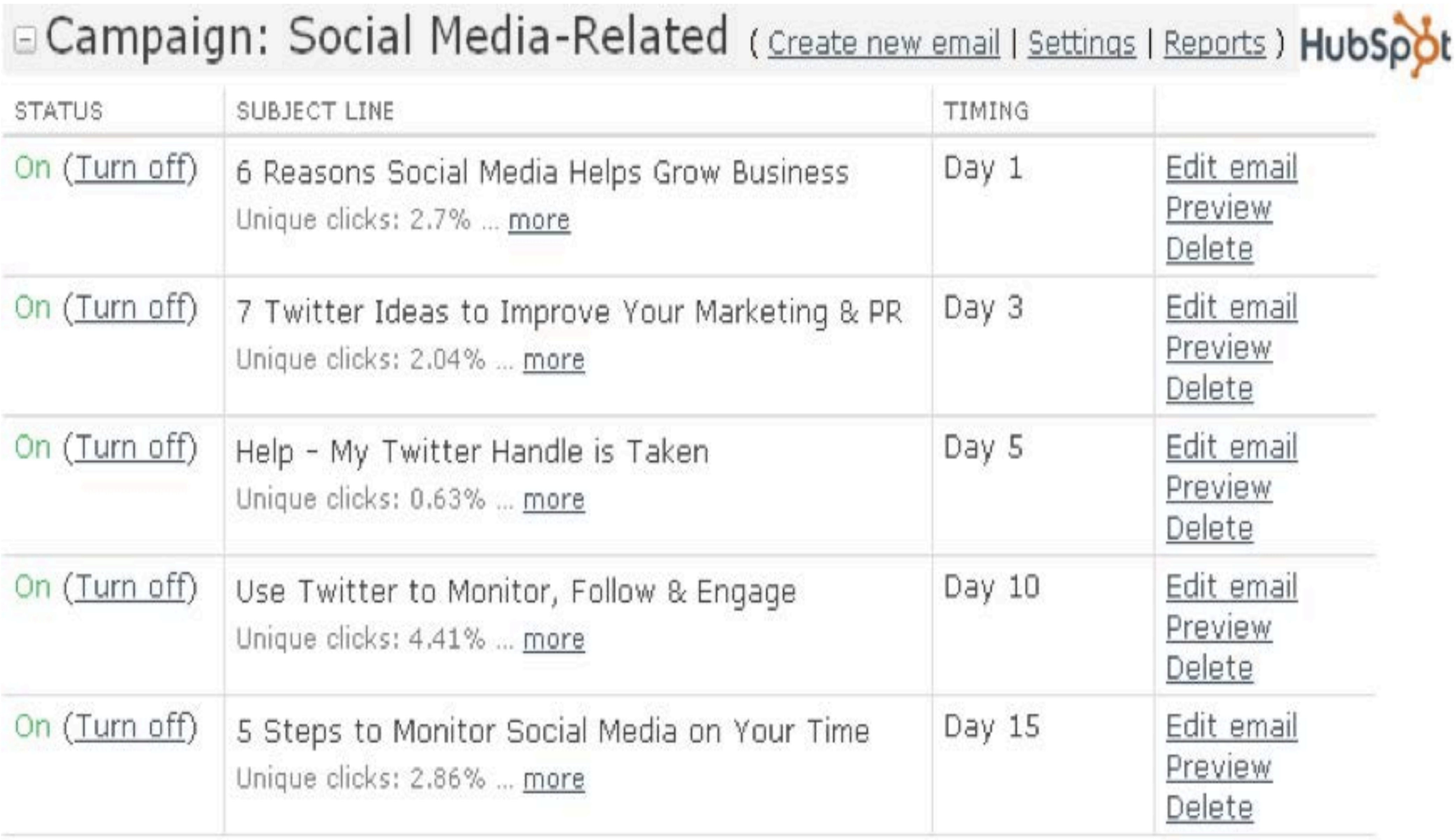
Lead Status: All

Last Update Range From: 02/04/2008 **To:** 02/05/2008

% Score Range From: 50 **To:** 100

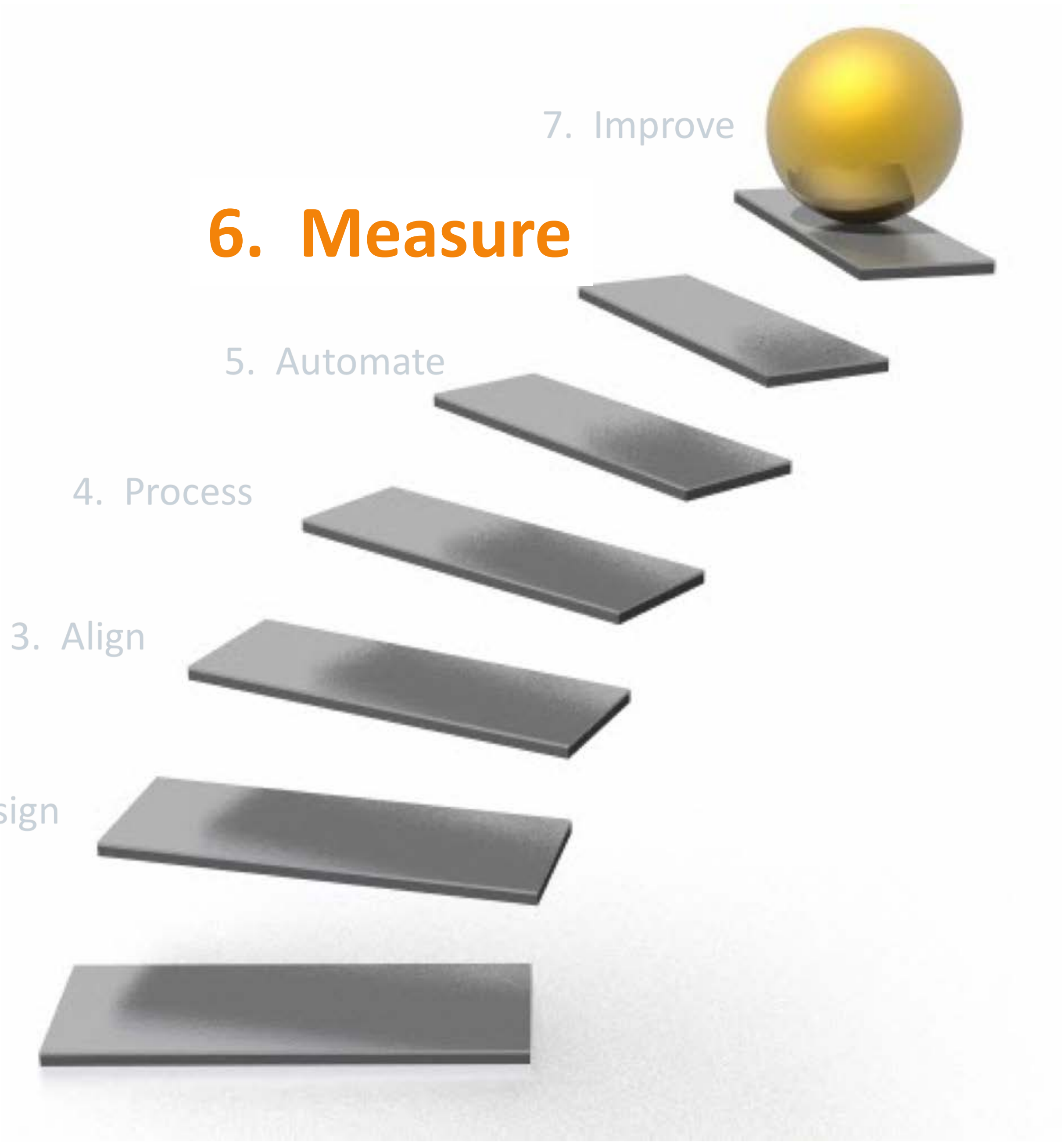
38 records

Card	Name	Position	Company	Lead Score	BDM	Last Contact	Lead Stat
	Rochelle Holstein	Retail Credit Support Manager	National Australia Bank Ltd	76%	marketing		Not Qualified
	Alex Ma	Statistics	Department of Immigration	68%	marketing		Not Qualified
	Ekta Nankani	student	uws	68%	marketing		Not Qualified
	David Gee	Director of Business Strategy	Telstra Wholesale	67%	marketing		Not Qualified
	Michael Thompson	Consultant	Department of Education Employment and Workplace Relations	66%	marketing		Not Qualified
	Darren Johnson	Development Manager	HBOS Australia	66%	marketing		Not Qualified
	Leo Zhu	Senior Analyst Mortgages	HSBC Bank Australia Ltd	66%	marketing		Not Qualified
	Lucas Perrett	Business Analyst	Telstra Corporation Ltd	66%	marketing		Not Qualified
	Steven Starr	Manager, Strategy, Planning and Performance	CorpTech	65%	marketing		Not Qualified
	Craig Smith	Business Improvement Manager	Hills Industries	65%	marketing		Not Qualified
	Prapai Piggott	Senior Data Analyst	Health Department of Western Australia	62%	marketing		Not Qualified
	Peter Ortmueller	HR & Training Coordinator	Patience Bulk Haulage	62%	marketing		Not Qualified
	Steven Wojnarowski	Business Intelligence Manager	Victoria University	62%	marketing		Not Qualified
	john racker	ohs manager	biscom	61%	marketing		Not Qualified
	Elias Bampos	Program Manager BI & Data Warehouse	OPTUS	61%	marketing		Not Qualified
	Marlene Daicopoulos	Policy Management Officer	Townsville City Council	61%	marketing		Not Qualified
	Linda Monteith	GM HR	Oaks Hotels and Resorts	60%	marketing		Not Qualified
	Jeff Ryan	Contract Accountant	Paribus Pty Ltd	60%	marketing		Not Qualified



Campaign: Social Media-Related (Create new email | Settings | Reports) HubSpot

STATUS	SUBJECT LINE	TIMING	
On (Turn off)	6 Reasons Social Media Helps Grow Business Unique clicks: 2.7% ... more	Day 1	Edit email Preview Delete
On (Turn off)	7 Twitter Ideas to Improve Your Marketing & PR Unique clicks: 2.04% ... more	Day 3	Edit email Preview Delete
On (Turn off)	Help - My Twitter Handle is Taken Unique clicks: 0.63% ... more	Day 5	Edit email Preview Delete
On (Turn off)	Use Twitter to Monitor, Follow & Engage Unique clicks: 4.41% ... more	Day 10	Edit email Preview Delete
On (Turn off)	5 Steps to Monitor Social Media on Your Time Unique clicks: 2.86% ... more	Day 15	Edit email Preview Delete



1. Understand
2. Design
3. Align
4. Process
5. Automate
6. **Measure**
7. Improve

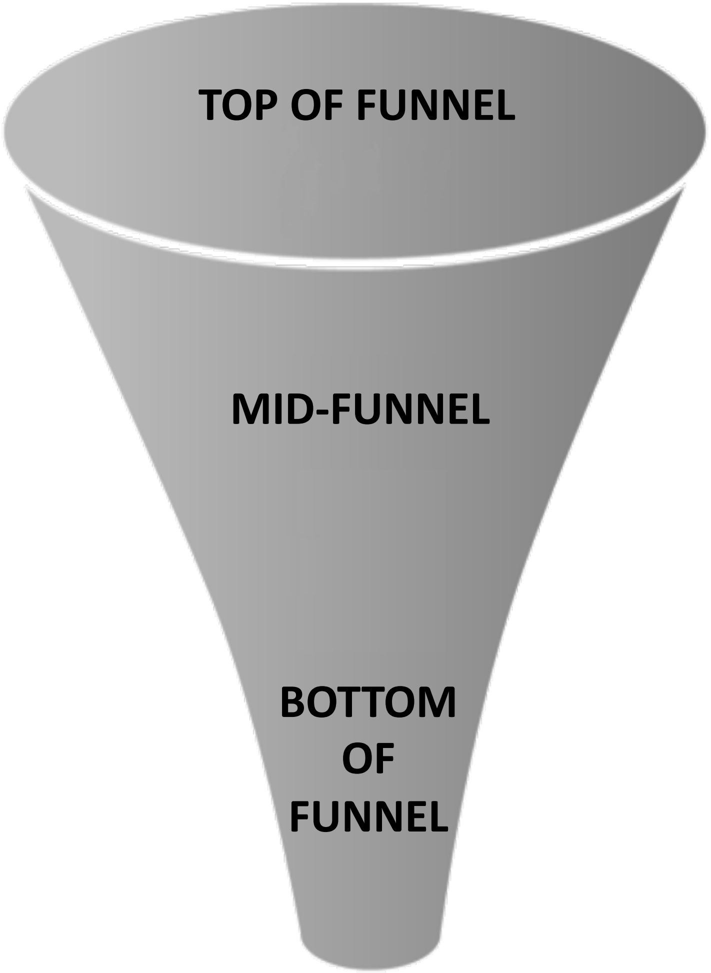
DATA
DATA
DATA

IN GOD WE TRUST.

ALL OTHERS BRING DATA!

RevenueTEK

Identify Your KEY PROGRESSION METRICS


TOP OF FUNNEL
MID-FUNNEL
BOTTOM OF FUNNEL

Conversion of **LEADS** to **APPOINTMENTS?**

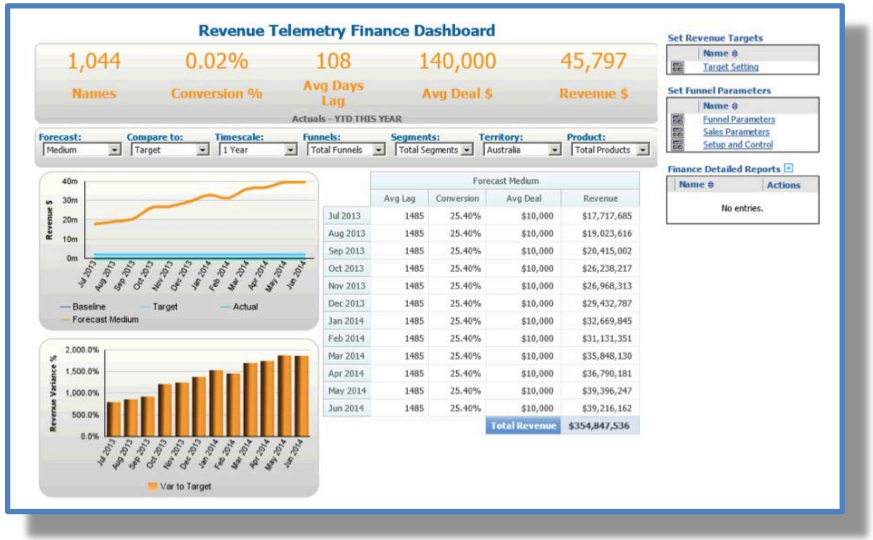
↓

Conversion of **APPOINTMENTS** to **OFFERS?**

↓

Conversion of **OFFERS** to **CLOSURES?**

Use PREDICTIVE ANALYTICS to manage the FUTURE – not just the present



Revenue Telemetry Finance Dashboard

1,044	0.02%	108	140,000	45,797
Names	Conversion %	Avg Days Lag	Avg Deal $	Revenue $

Actuals - YTD THIS YEAR

Forecast: Medium
Compare to: Target
Timescale: 1 Year
Funnels: Total Funnels
Segments: Total Segments
Territory: Australia
Product: Total Products

40m
30m
20m
10m
0m
Revenue $
Jul 2013
Aug 2013
Sep 2013
Oct 2013
Nov 2013
Dec 2013
Jan 2014
Feb 2014
Mar 2014
Apr 2014
May 2014
Jun 2014
Baseline
Target
Actual
Forecast Medium
2,000.0%
1,500.0%
1,000.0%
500.0%
0.0%
Revenue Variance %
Var to Target

	Forecast Medium			
	Avg Lag	Conversion	Avg Deal	Revenue
Jul 2013	1485	25.40%	$10,000	$17,717,685
Aug 2013	1485	25.40%	$10,000	$19,023,616
Sep 2013	1485	25.40%	$10,000	$20,415,002
Oct 2013	1485	25.40%	$10,000	$26,238,217
Nov 2013	1485	25.40%	$10,000	$26,968,313
Dec 2013	1485	25.40%	$10,000	$29,432,787
Jan 2014	1485	25.40%	$10,000	$32,669,845
Feb 2014	1485	25.40%	$10,000	$31,131,351
Mar 2014	1485	25.40%	$10,000	$35,848,130
Apr 2014	1485	25.40%	$10,000	$36,790,181
May 2014	1485	25.40%	$10,000	$39,396,247
Jun 2014	1485	25.40%	$10,000	$39,216,162
			Total Revenue	$354,847,536

Set Revenue Targets

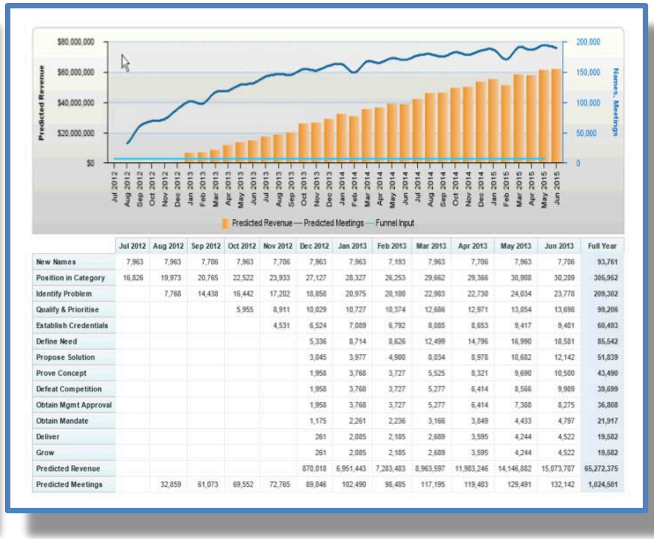
	Name
	Target Setting

Set Funnel Parameters

	Name
	Funnel Parameters
	Sales Parameters
	Setup and Control

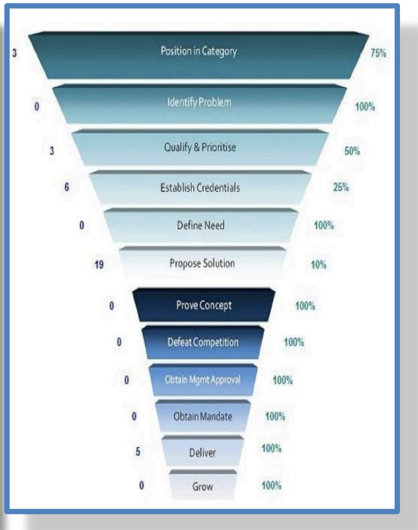
Finance Detailed Reports

Name	Actions
No entries.	

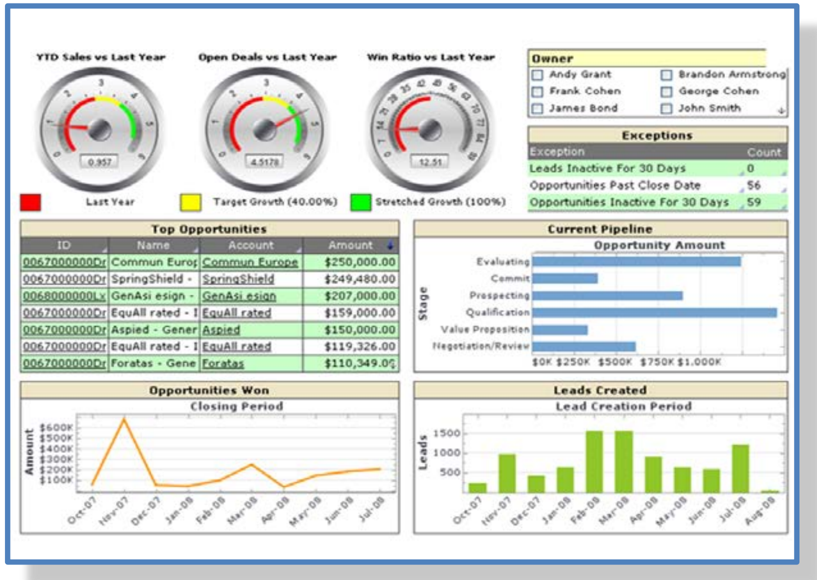


$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
Predicted Revenue
200,000
150,000
100,000
50,000
0
Names, Meetings
Jul 2012
Aug 2012
Sep 2012
Oct 2012
Nov 2012
Dec 2012
Jan 2013
Feb 2013
Mar 2013
Apr 2013
May 2013
Jun 2013
Jul 2013
Aug 2013
Sep 2013
Oct 2013
Nov 2013
Dec 2013
Jan 2014
Feb 2014
Mar 2014
Apr 2014
May 2014
Jun 2014
Jul 2014
Aug 2014
Sep 2014
Oct 2014
Nov 2014
Dec 2014
Jan 2015
Feb 2015
Mar 2015
Apr 2015
May 2015
Jun 2015
Predicted Revenue
Predicted Meetings
Funnel Input

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	7,706	7,963	7,706	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	29,366	30,908	30,289	305,952
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	22,730	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	12,686	12,971	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	8,085	8,653	9,417	9,401	60,493
Define Need						5,336	8,714	8,626	12,499	14,796	16,990	18,501	85,542
Propose Solution						3,045	3,977	4,980	8,034	8,978	10,682	12,142	51,839
Prove Concept						1,958	3,768	3,727	5,525	8,321	9,690	10,500	43,490
Defeat Competition						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	15,073,707	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501



3
Position in Category
75%
0
Identify Problem
100%
3
Qualify & Prioritise
50%
6
Establish Credentials
25%
0
Define Need
100%
19
Propose Solution
10%
0
Prove Concept
100%
0
Defeat Competition
100%
0
Obtain Mgmt Approval
100%
0
Obtain Mandate
100%
5
Deliver
100%
0
Grow
100%



YTD Sales vs Last Year
0.957
Open Deals vs Last Year
4.5178
Win Ratio vs Last Year
12.51
Last Year
Target Growth (40.00%)
Stretched Growth (100%)

Owner

☐ Andy Grant
☐ Frank Cohen
☐ James Bond
☐ Brandon Armstrong
☐ George Cohen
☐ John Smith

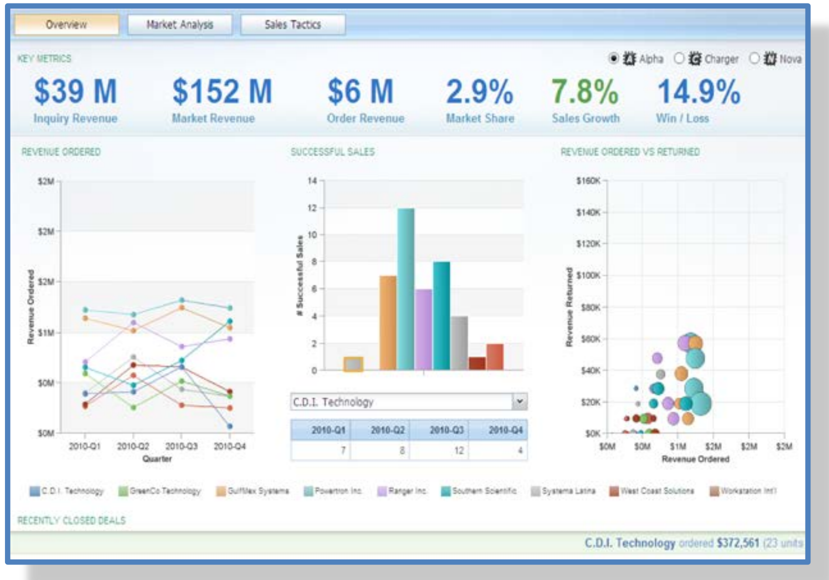
Exceptions

Exception	Count
Leads Inactive For 30 Days	0
Opportunities Past Close Date	56
Opportunities Inactive For 30 Days	59

Top Opportunities

ID	Name	Account	Amount
0067000000Dr	Commun Euro	Commun Europe	$250,000.00
0067000000Dr	SpringShield -	SpringShield	$249,480.00
0068000000Lx	GenAsi esign -	GenAsi esign	$207,000.00
0067000000Dr	EquAll rated - I	EquAll rated	$159,000.00
0067000000Dr	Aspied - Gener	Aspied	$150,000.00
0067000000Dr	EquAll rated - I	EquAll rated	$119,326.00
0067000000Dr	Foratas - Gene	Foratas	$110,349.0

Current Pipeline
Opportunity Amount
Stage
Evaluating
Commit
Prospecting
Qualification
Value Proposition
Negotiation/Review
$0K $250K $500K $750K $1,000K
Opportunities Won
Closing Period
Amount
$600K
$500K
$400K
$300K
$200K
$100K
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
Mar-08
Apr-08
May-08
Jun-08
Jul-08
Leads Created
Lead Creation Period
Leads
1500
1000
500
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
Mar-08
Apr-08
May-08
Jun-08
Jul-08
Aug-08



Overview
Market Analysis
Sales Tactics
KEY METRICS
● Alpha
○ Charger
○ Nova

$39 M	$152 M	$6 M	2.9%	7.8%	14.9%
Inquiry Revenue	Market Revenue	Order Revenue	Market Share	Sales Growth	Win / Loss

REVENUE ORDERED
$2M
$2M
$2M
$1M
$0M
$0M
Revenue Ordered
2010-Q1
2010-Q2
2010-Q3
2010-Q4
Quarter
SUCCESSFUL SALES
14
12
10
8
6
4
2
0
# Successful Sales
C.D.I. Technology
REVENUE ORDERED VS RETURNED
$160K
$140K
$120K
$100K
$80K
$60K
$40K
$20K
$0K
Revenue Returned
$0M
$0M
$1M
$2M
$2M
$2M
Revenue Ordered
C.D.I. Technology
GreenCo Technology
GulfMex Systems
Powertron Inc
Ranger Inc
Southern Scientific
Systema Latina
West Coast Solutions
Workstation Int'l

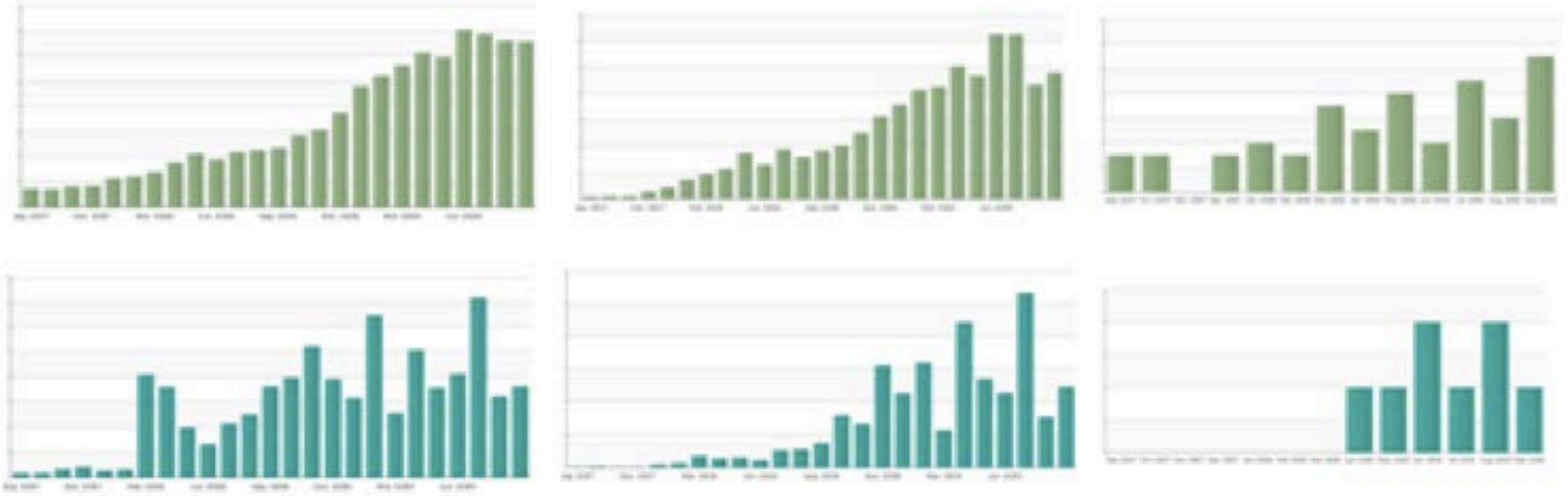
2010-Q1	2010-Q2	2010-Q3	2010-Q4
7	8	12	4

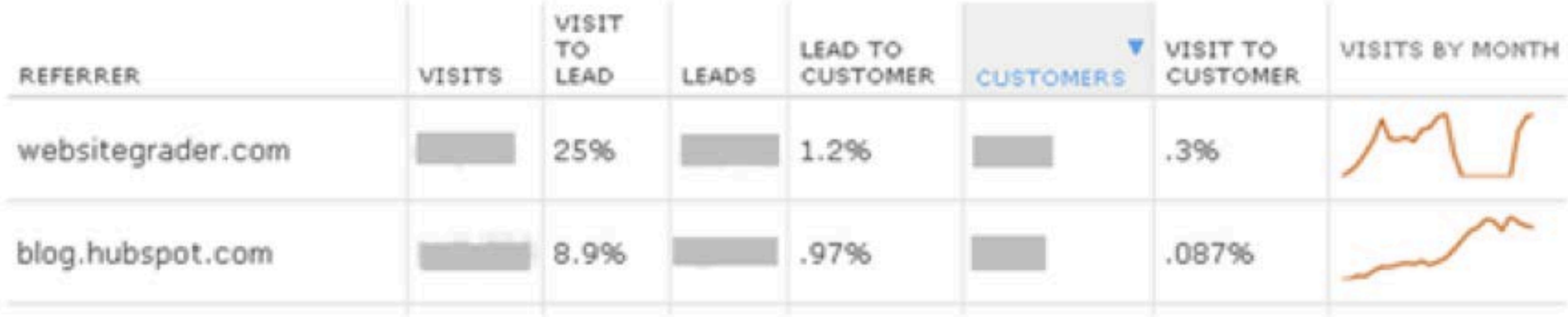
RECENTLY CLOSED DEALS

C.D.I. Technology ordered $372,561 (23 units

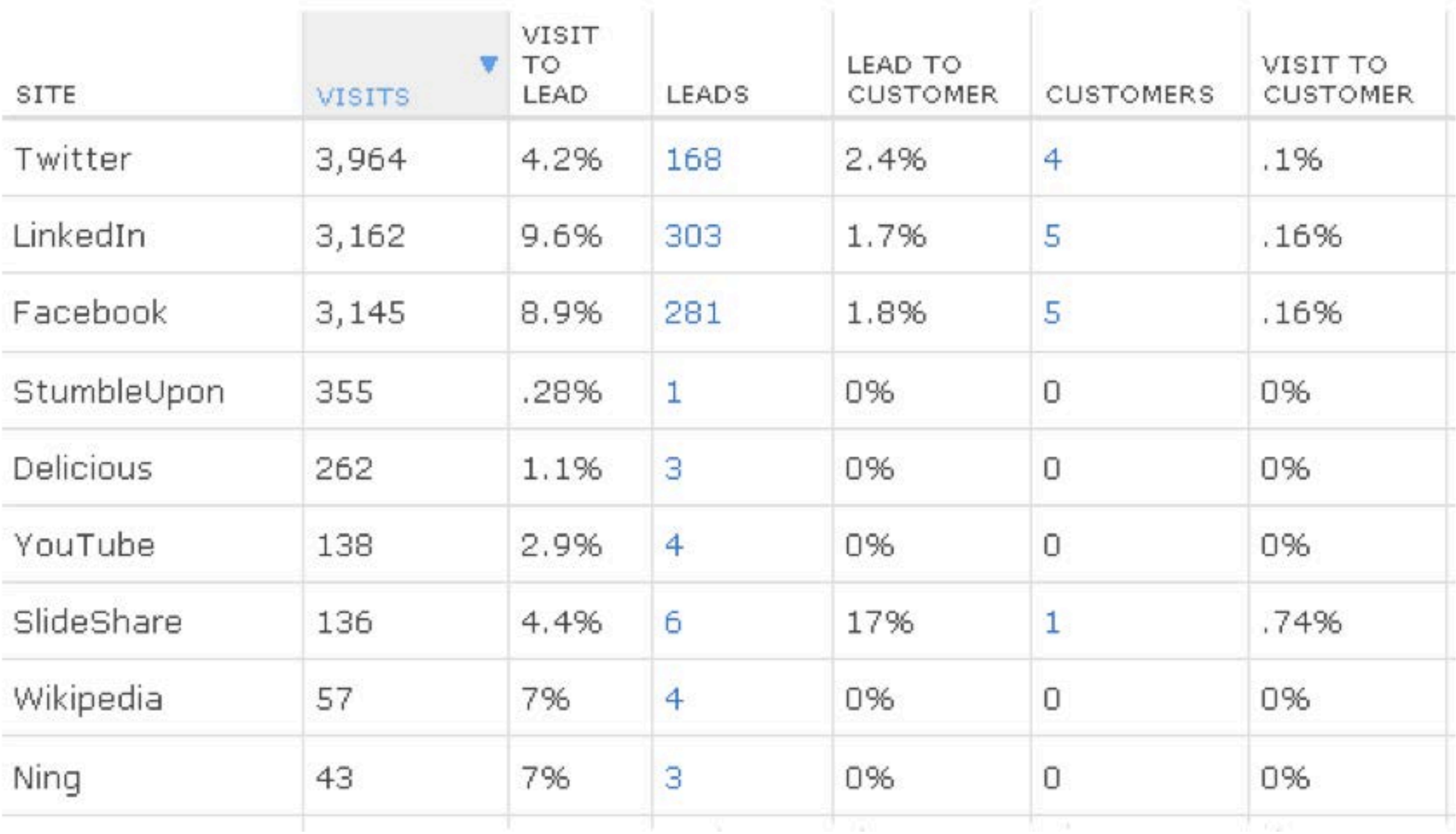
RevenueTEK

HubSpot

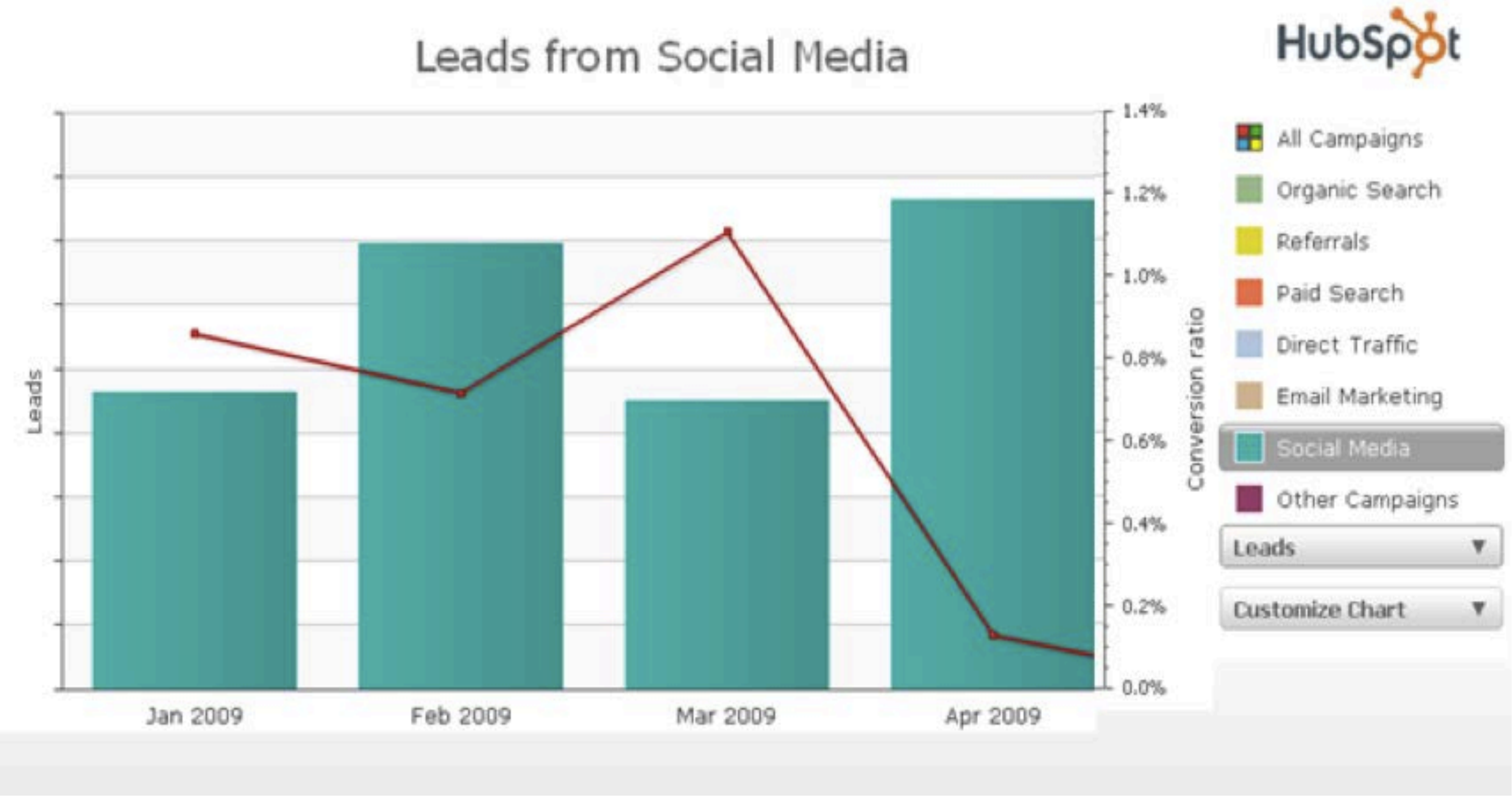




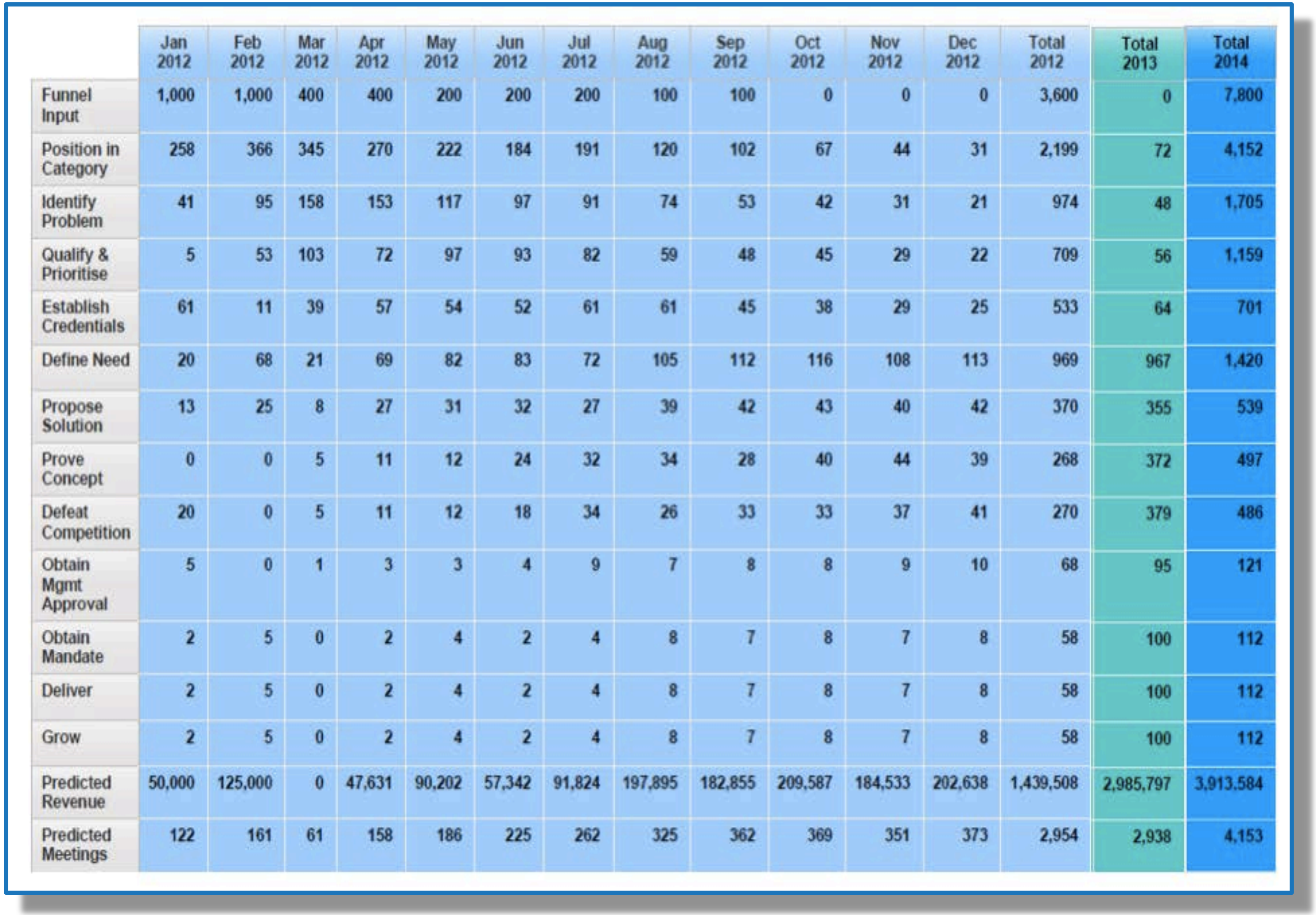
REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS ▼	VISIT TO CUSTOMER	VISITS BY MONTH
websitegrader.com	[redacted]	25%	[redacted]	1.2%	[redacted]	.3%	
blog.hubspot.com	[redacted]	8.9%	[redacted]	.97%	[redacted]	.087%	



SITE	VISITS ▼	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Twitter	3,964	4.2%	168	2.4%	4	.1%
LinkedIn	3,162	9.6%	303	1.7%	5	.16%
Facebook	3,145	8.9%	281	1.8%	5	.16%
StumbleUpon	355	.28%	1	0%	0	0%
Delicious	262	1.1%	3	0%	0	0%
YouTube	138	2.9%	4	0%	0	0%
SlideShare	136	4.4%	6	17%	1	.74%
Wikipedia	57	7%	4	0%	0	0%
Ning	43	7%	3	0%	0	0%


Leads from Social Media
HubSpot
Leads
Conversion ratio
1.4%
1.2%
1.0%
0.8%
0.6%
0.4%
0.2%
0.0%
Jan 2009
Feb 2009
Mar 2009
Apr 2009
All Campaigns
Organic Search
Referrals
Paid Search
Direct Traffic
Email Marketing
Social Media
Other Campaigns
Leads ▼
Customize Chart ▼

Only by measuring the **CONVERSION THROUGHPUT** and **VELOCITY** of your pipeline(s) can you identify what is working, what isn't working – and where the **BLOCKAGES** are. Once you know where they are, you can act to rectify them.



	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total 2012	Total 2013	Total 2014
Funnel Input	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,600	0	7,800
Position in Category	258	366	345	270	222	184	191	120	102	67	44	31	2,199	72	4,152
Identify Problem	41	95	158	153	117	97	91	74	53	42	31	21	974	48	1,705
Qualify & Prioritise	5	53	103	72	97	93	82	59	48	45	29	22	709	56	1,159
Establish Credentials	61	11	39	57	54	52	61	61	45	38	29	25	533	64	701
Define Need	20	68	21	69	82	83	72	105	112	116	108	113	969	967	1,420
Propose Solution	13	25	8	27	31	32	27	39	42	43	40	42	370	355	539
Prove Concept	0	0	5	11	12	24	32	34	28	40	44	39	268	372	497
Defeat Competition	20	0	5	11	12	18	34	26	33	33	37	41	270	379	486
Obtain Mgmt Approval	5	0	1	3	3	4	9	7	8	8	9	10	68	95	121
Obtain Mandate	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Deliver	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Grow	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Predicted Revenue	50,000	125,000	0	47,631	90,202	57,342	91,824	197,895	182,855	209,587	184,533	202,638	1,439,508	2,985,797	3,913,584
Predicted Meetings	122	161	61	158	186	225	262	325	362	369	351	373	2,954	2,938	4,153

RevenueTEK

WHAT IS STOPPING YOU FROM INCREASING YOUR SALES BY 100%?

A.	Lead to Appointment (Top of Funnel)	35%	IMPROVE BY **5%** =	40%
B.	Appointment to Offer (Mid-Funnel)	35%	IMPROVE BY **5%** =	40%
C.	Offer to Close (Botton of Funnel)	20%	IMPROVE BY **10%** =	30%
D.	End-to-End Conversion (AxBxC)	2.45%		4.80%
E.	Sales	$20,000,000		$39,183,673

INCREMENTAL IMPROVEMENTS at each stage of the Funnel can result in dramatic increases in End-to-End Revenue Performance.

Assuming your company was operating at the average Australian conversion benchmarks, 5% Improvements at Top and Mid and 10% at Bottom of Funnel will drive a **96% OVERALL INCREASE** in revenue.

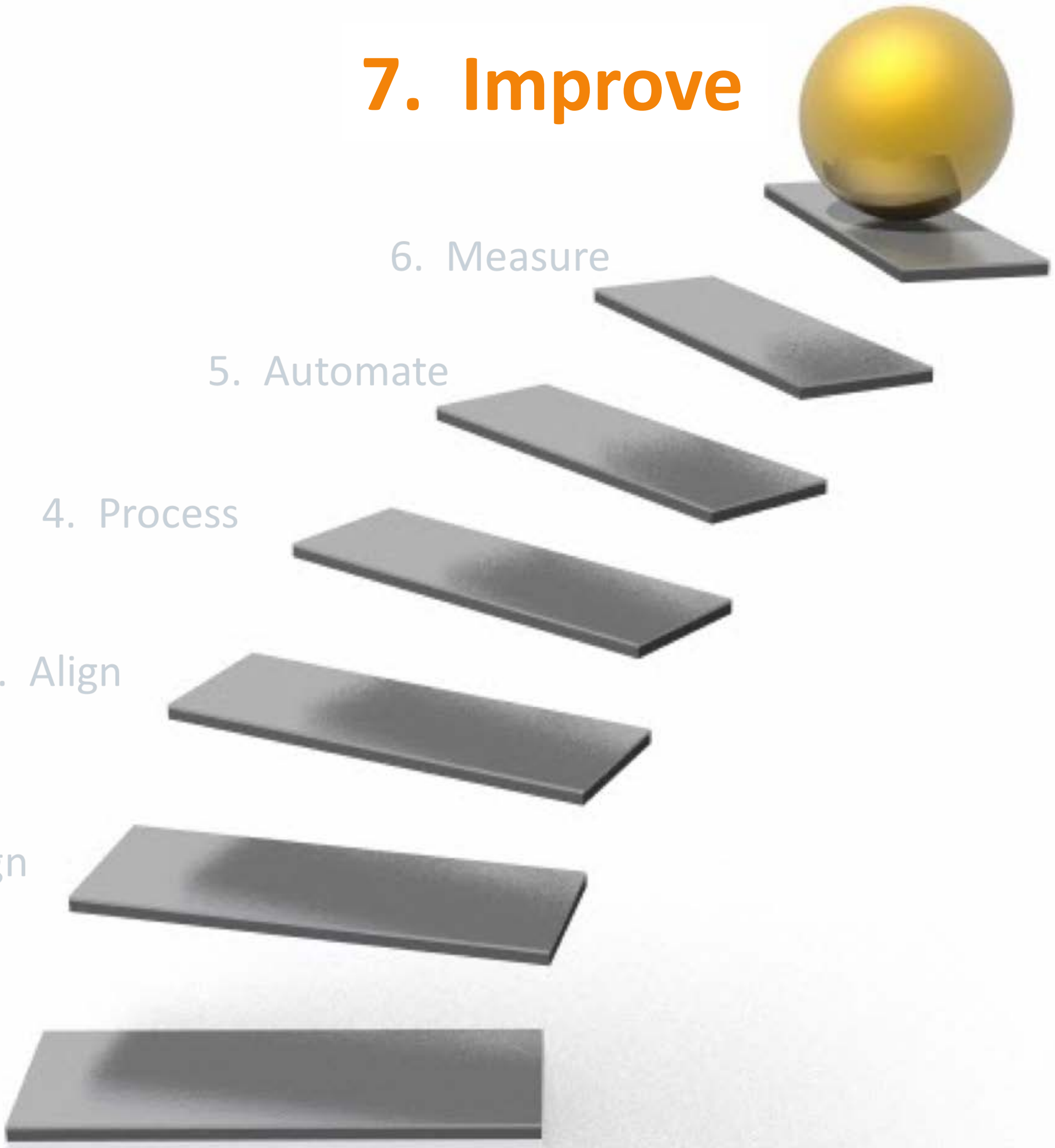
Would an investment equal to **.5% OF SALES** be worth it for that?

1000000
100000
10000
1000
100
Jan
Feb
Mar
Apr
May
Jun

E.	Sales	$20,000,000	$39,183,673
F.	Cost of Sales	$13,200,000	$25,861,224
G.	Gross Margin (E-F)	$6,800,000	$13,322,449
	Gross Margin %	34%	34%
H.	Overheads	$5,800,000	$6,800,000
J.	EBITDA (G-H)	$1,000,000	$6,522,449
K.	Value Multiple	4	4
L.	Valuation (JxK)	$4,000,000	$26,089,796

552%

7. Improve

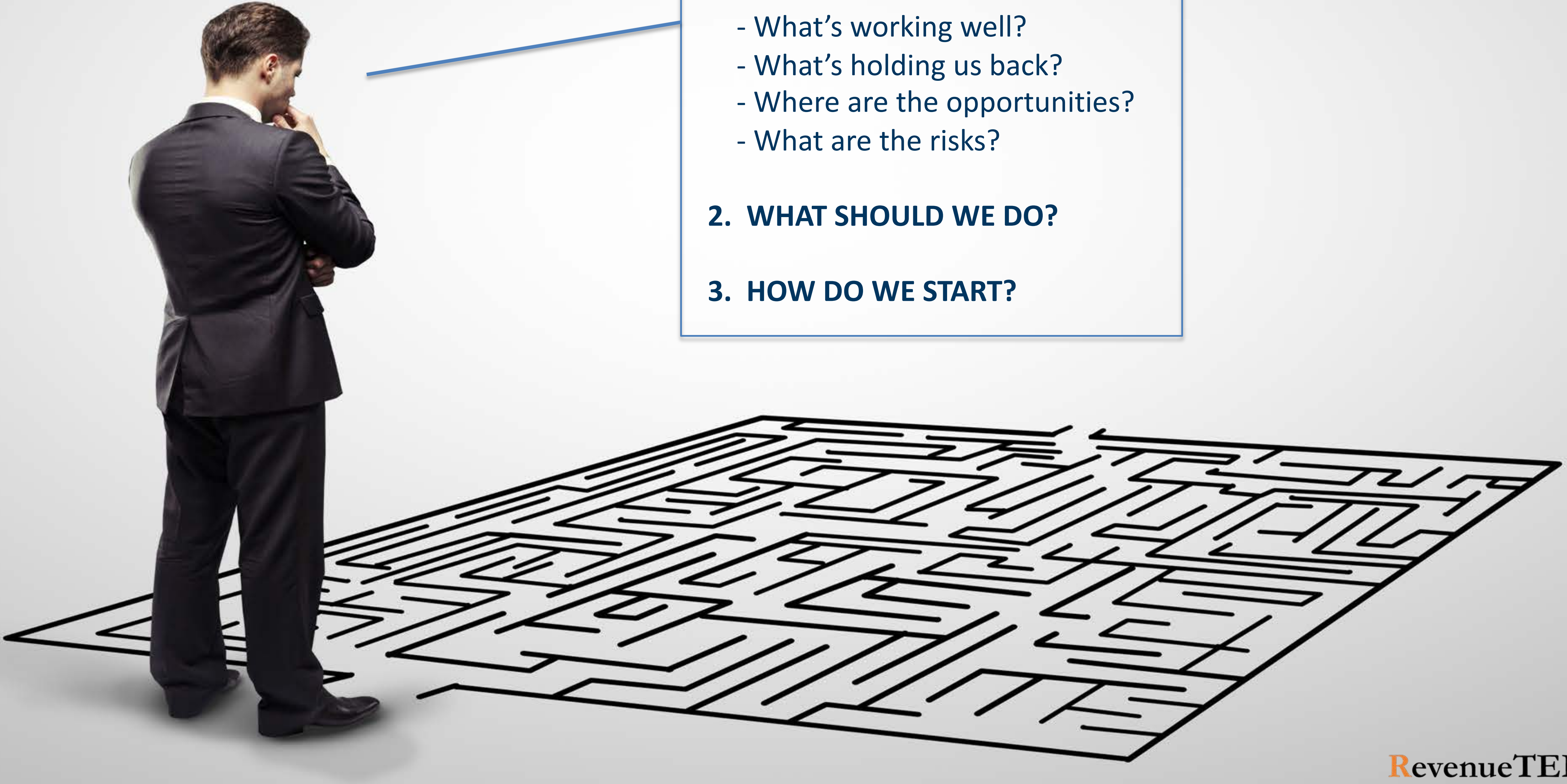


6. Measure
5. Automate
4. Process
3. Align
2. Design
1. Understand

TOUGH
DECISIONS
AHEAD

HOW?

RevenueTEK



1. **WHERE ARE WE NOW?**

   - What’s working well?
   - What’s holding us back?
   - Where are the opportunities?
   - What are the risks?

2. **WHAT SHOULD WE DO?**

3. **HOW DO WE START?**

RevenueTEK

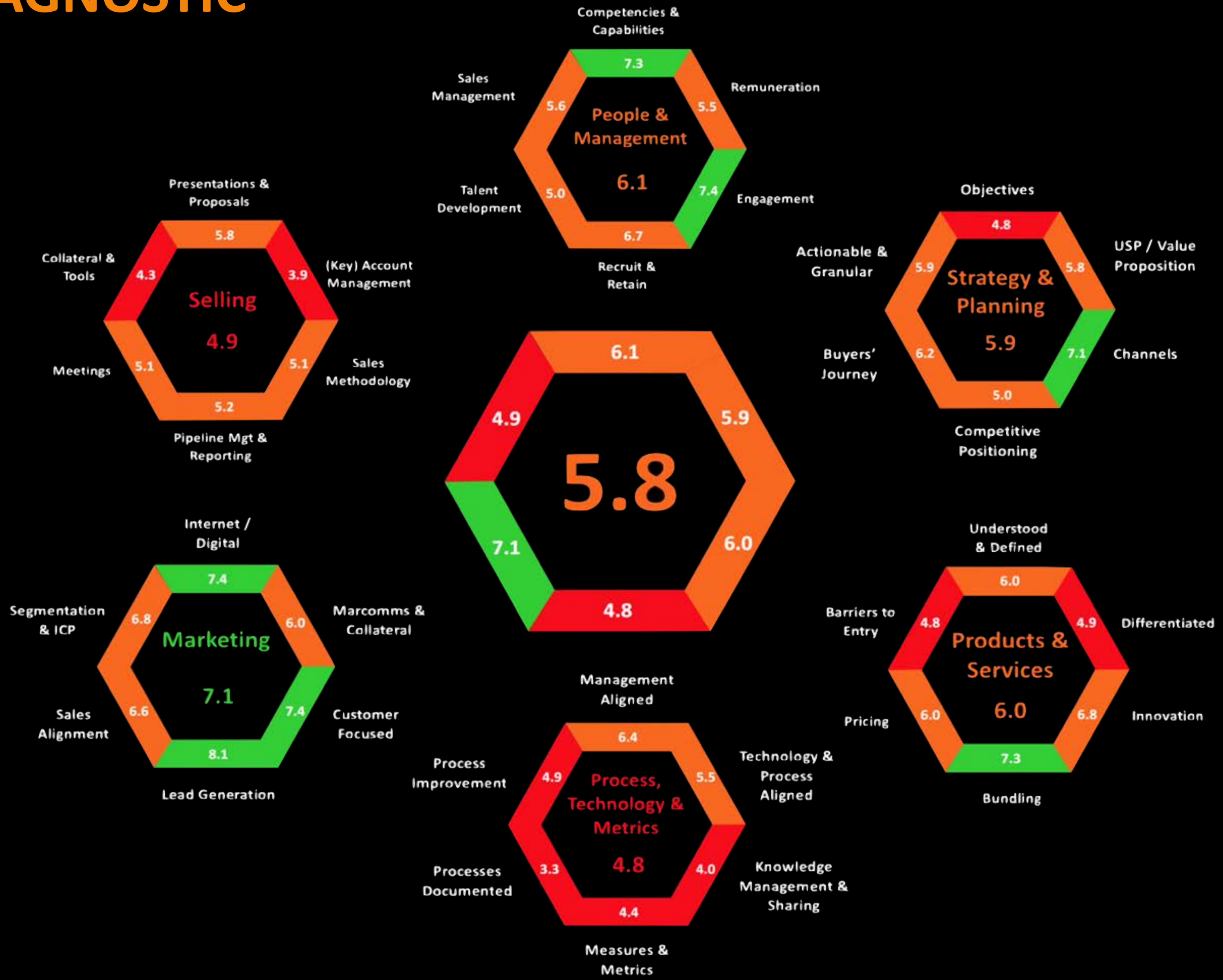
Revenue Performance DIAGNOSTIC

You need to start with as accurate and complete a picture of your current position, capabilities and risks as you can afford to prepare.

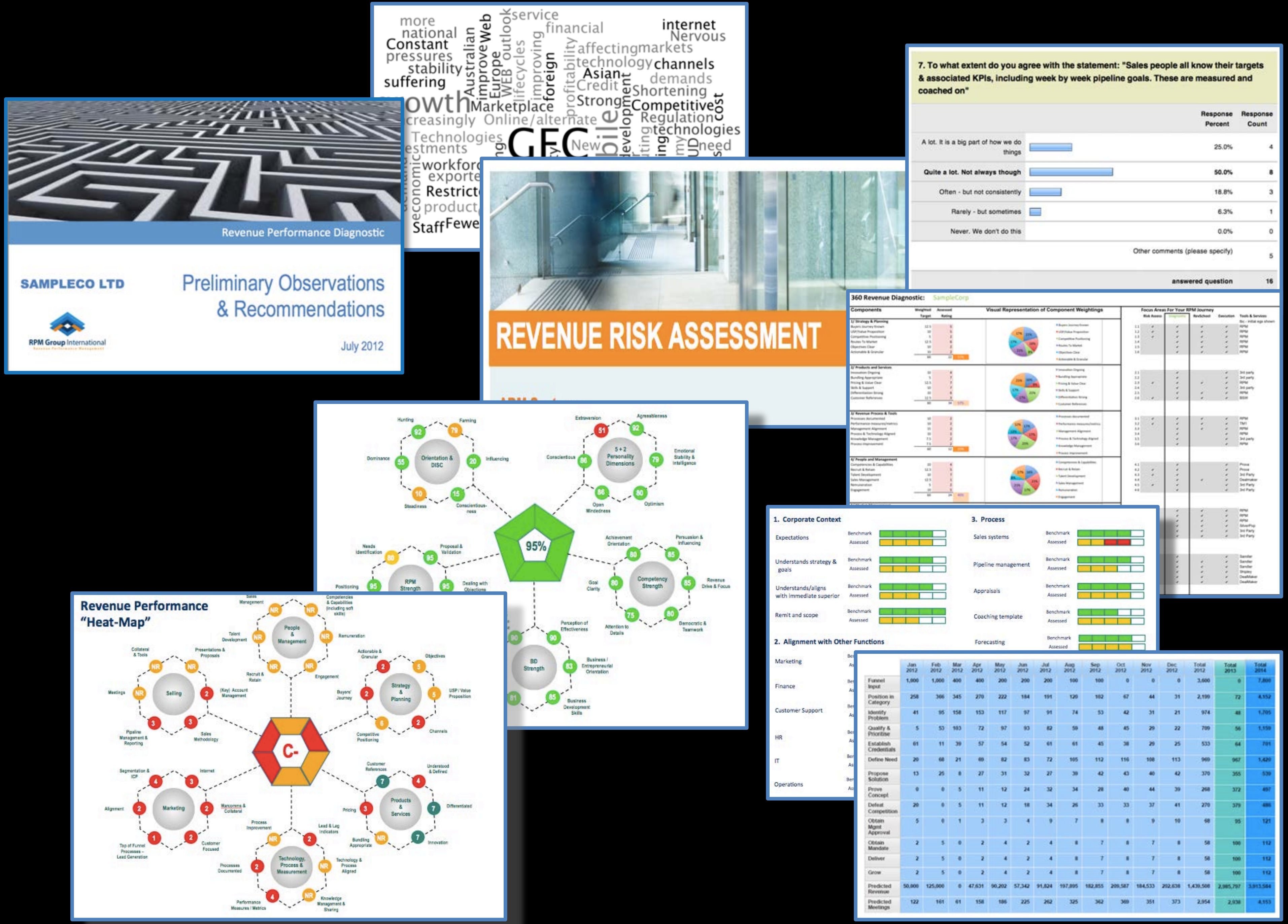
If you start with rubbish, you'll end with rubbish.

Be careful about running initial diagnostics on your current revenue systems yourself.

If you had a pain in your head that wouldn't go away, would you diagnose yourself – or call a doctor for an MRI?


Competencies & Capabilities
7.3
Sales Management
5.6
Remuneration
5.5
People & Management
6.1
Talent Development
5.0
Engagement
7.4
6.7
Recruit & Retain
Presentations & Proposals
5.8
Collateral & Tools
4.3
(Key) Account Management
3.9
Selling
4.9
Meetings
5.1
Sales Methodology
5.1
5.2
Pipeline Mgt & Reporting
Objectives
4.8
Actionable & Granular
5.9
USP / Value Proposition
5.8
Strategy & Planning
5.9
Buyers' Journey
6.2
Channels
7.1
5.0
Competitive Positioning
6.1
4.9
5.9
5.8
7.1
6.0
4.8
Internet / Digital
7.4
Segmentation & ICP
6.8
Marcomms & Collateral
6.0
Marketing
7.1
Sales Alignment
6.6
Customer Focused
7.4
8.1
Lead Generation
Understood & Defined
6.0
Barriers to Entry
4.8
Differentiated
4.9
Products & Services
6.0
Pricing
6.0
Innovation
6.8
7.3
Bundling
Management Aligned
6.4
Process Improvement
4.9
Technology & Process Aligned
5.5
Process, Technology & Metrics
4.8
Processes Documented
3.3
Knowledge Management & Sharing
4.0
4.4
Measures & Metrics

RevenueTEK


more
national
Constant
pressures
stability
suffering
owth
creasingly
Technologies
estments
workforce
exporte
Restrict
product
Staff
Fewe
economic
Australian
improve
Europe
Web
WEB
outlook
lifecycles
improving
foreign
profitability
service
financial
affecting
markets
internet
Nervous
technology
channels
Asian
demands
Credit
Shortening
Strong
Competitive
cost
Marketplace
Online/alternate
Regulation
technologies
GFC
New
mobile
development
need
360 Revenue Diagnostic: SampleCorp
Components
Weighted Target
Assessed Rating
Visual Representation of Component Weightings
Focus Areas For Your RPM Journey
Risk Assess
RevSchool
Execution
Tools & Services
Hunting
92
Farming
79
Dominance
55
Orientation & DISC
20
Influencing
10
Steadiness
15
Conscientious-ness
Extraversion
51
Agreeableness
92
Conscientious
86
5 + 2 Personality Dimensions
79
Emotional Stability & Intelligence
86
Open Mindedness
80
Optimism
95%
Needs Identification
80
Proposal & Validation
95
Positioning
95
RPM Strength
95
Dealing with Objections
Achievement Orientation
80
Persuasion & Influencing
85
Goal Clarity
80
Competency Strength
85
Revenue Drive & Focus
75
Attention to Details
80
Democratic & Teamwork
90
Perception of Effectiveness
90
BD Strength
83
Business / Entrepreneurial Orientation
81
85
Business Development Skills
Sales Management
NR
Competencies & Capabilities (including soft skills)
NR
Talent Development
NR
People & Management
NR
Remuneration
NR
Recruit & Retain
NR
Engagement
Collateral & Tools
NR
Presentations & Proposals
NR
Meetings
NR
Selling
2
(Key) Account Management
3
Pipeline Management & Reporting
3
Sales Methodology
Actionable & Granular
2
Objectives
5
Buyers' Journey
2
Strategy & Planning
5
USP / Value Proposition
6
Competitive Positioning
2
Channels
C-
Segmentation & ICP
4
Internet
3
Alignment
2
Marketing
2
Marcomms & Collateral
1
Top of Funnel Processes – Lead Generation
2
Customer Focused
Customer References
7
Understood & Defined
4
Pricing
3
Products & Services
7
Differentiated
NR
Bundling Appropriate
7
Innovation
Process Improvement
NR
Lead & Lag Indicators
2
Processes Documented
2
Technology, Process & Measurement
NR
Technology & Process Aligned
4
Performance Measures / Metrics
NR
Knowledge Management & Sharing

Revenue Performance Diagnostic

SAMPLECO LTD

RPM Group International

Revenue Performance Management

Preliminary Observations & Recommendations

July 2012

---

7. To what extent do you agree with the statement: "Sales people all know their targets & associated KPIs, including week by week pipeline goals. These are measured and coached on"

		Response Percent	Response Count
A lot. It is a big part of how we do things	🟦	25.0%	4
Quite a lot. Not always though	🟦	**50.0%**	**8**
Often - but not consistently	🟦	18.8%	3
Rarely - but sometimes	🟦	6.3%	1
Never. We don't do this		0.0%	0
		Other comments (please specify)	5
		answered question	**16**

REVENUE RISK ASSESSMENT

Revenue Performance "Heat-Map"

---

1. Corporate Context

Expectations	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨🟨☐
Understands strategy & goals	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨☐☐
Understands/aligns with immediate superior	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨☐☐
Remit and scope	Benchmark	🟩🟩🟩🟩🟩
	Assessed	🟨🟨🟨☐☐

2. Alignment with Other Functions

Marketing

Finance

Customer Support

HR

IT

Operations

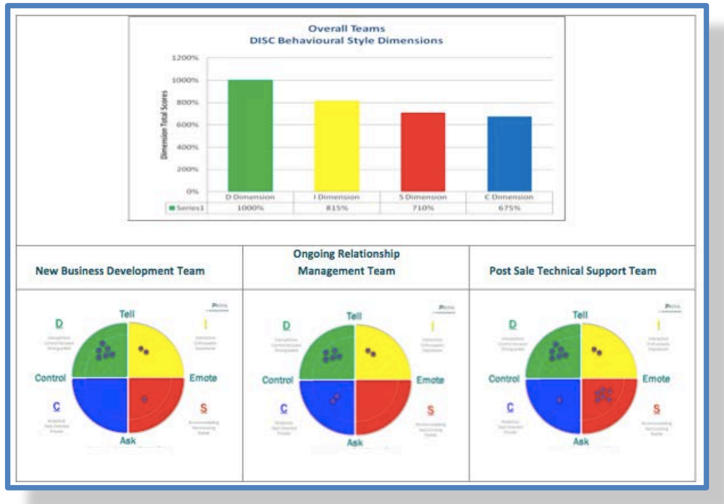
3. Process

Sales systems	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟥🟥☐
Pipeline management	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨☐☐
Appraisals	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨🟨☐
Coaching template	Benchmark	🟩🟩🟩☐☐
	Assessed	🟨🟨🟨🟨☐
Forecasting	Benchmark	🟩🟩🟩🟩☐
	Assessed	🟨🟨🟨🟨☐

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total 2012	Total 2013	Total 2014
Funnel Input	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,600	0	7,800
Position in Category	258	366	345	270	222	184	191	120	102	67	44	31	2,199	72	4,152
Identify Problem	41	95	158	153	117	97	91	74	53	42	31	21	974	48	1,705
Qualify & Prioritise	5	53	103	72	97	93	82	59	48	45	29	22	709	56	1,159
Establish Credentials	61	11	39	57	54	52	61	61	45	38	29	25	533	64	701
Define Need	20	68	21	69	82	83	72	105	112	116	108	113	969	967	1,420
Propose Solution	13	25	8	27	31	32	27	39	42	43	40	42	370	355	539
Prove Concept	0	0	5	11	12	24	32	34	28	40	44	39	268	372	497
Defeat Competition	20	0	5	11	12	18	34	26	33	33	37	41	270	379	486
Obtain Mgmt Approval	5	0	1	3	3	4	9	7	8	8	9	10	68	95	121
Obtain Mandate	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Deliver	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Grow	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Predicted Revenue	50,000	125,000	0	47,631	90,202	57,342	91,824	197,895	182,855	209,587	184,533	202,638	1,439,508	2,985,797	3,913,584
Predicted Meetings	122	161	61	158	186	225	262	325	362	369	351	373	2,954	2,938	4,153

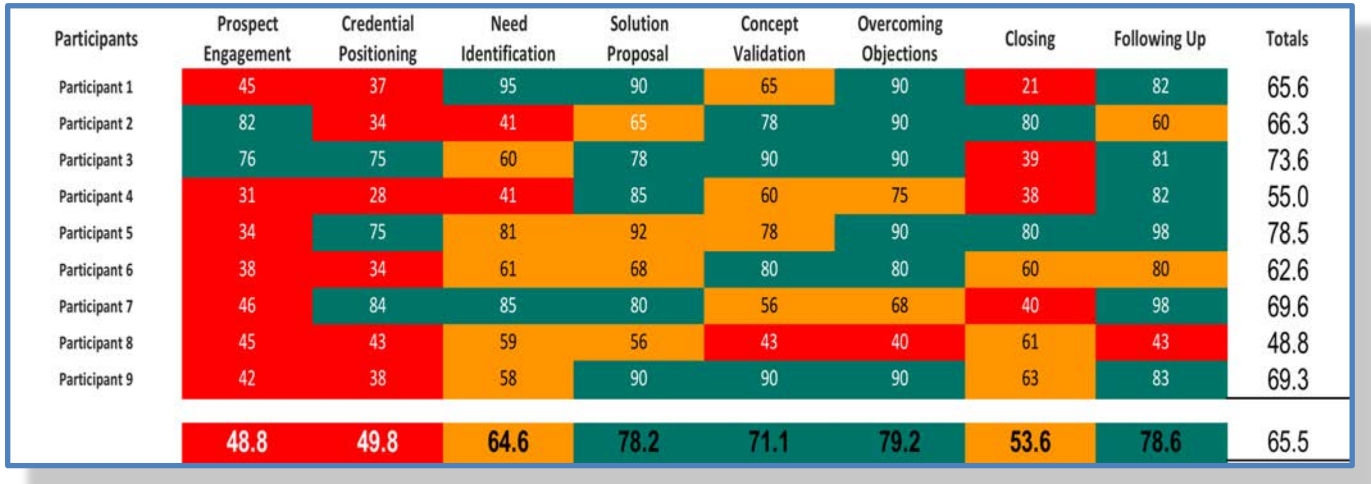
RevenueTEK

The skills and competencies of your MANAGEMENT and PEOPLE will be critical.



Even the best F1 car needs a highly capable driver.

Do your people have **"the Right Stuff"** to drive the machine you're building for them?

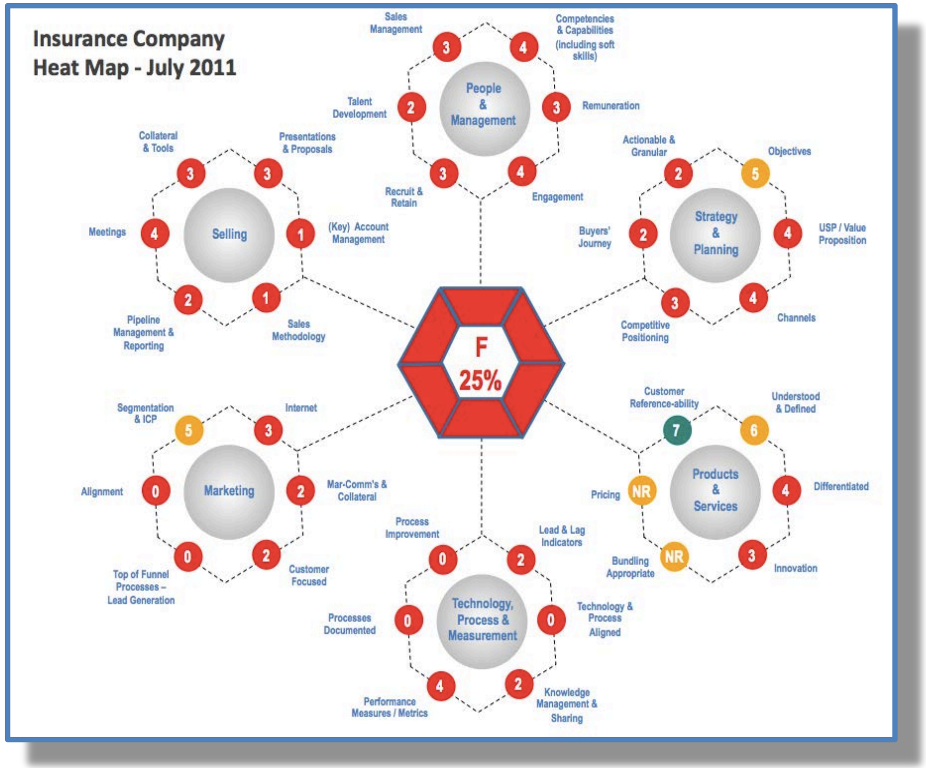


Participants	Prospect Engagement	Credential Positioning	Need Identification	Solution Proposal	Concept Validation	Overcoming Objections	Closing	Following Up	Totals
Participant 1	45	37	95	90	65	90	21	82	65.6
Participant 2	82	34	41	65	78	90	80	60	66.3
Participant 3	76	75	60	78	90	90	39	81	73.6
Participant 4	31	28	41	85	60	75	38	82	55.0
Participant 5	34	75	81	92	78	90	80	98	78.5
Participant 6	38	34	61	68	80	80	60	80	62.6
Participant 7	46	84	85	80	56	68	40	98	69.6
Participant 8	45	43	59	56	43	40	61	43	48.8
Participant 9	42	38	58	90	90	90	63	83	69.3
	48.8	49.8	64.6	78.2	71.1	79.2	53.6	78.6	65.5

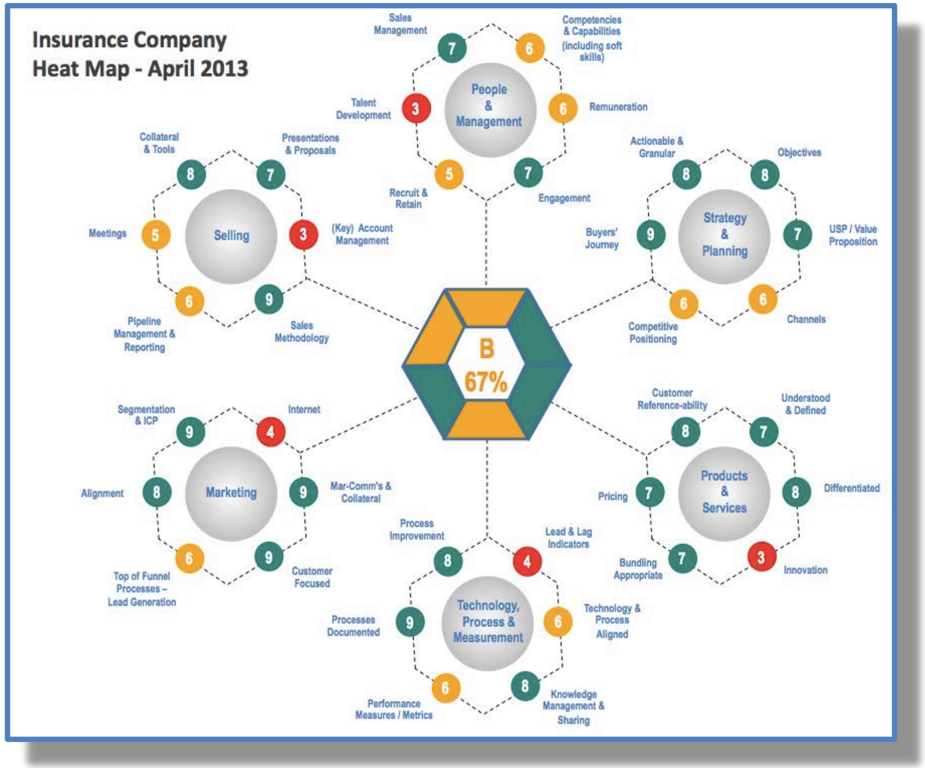
RevenueTEK

Understanding your current position and capabilities means you can MOVE THE RIGHT DIALS in the shortest possible time.

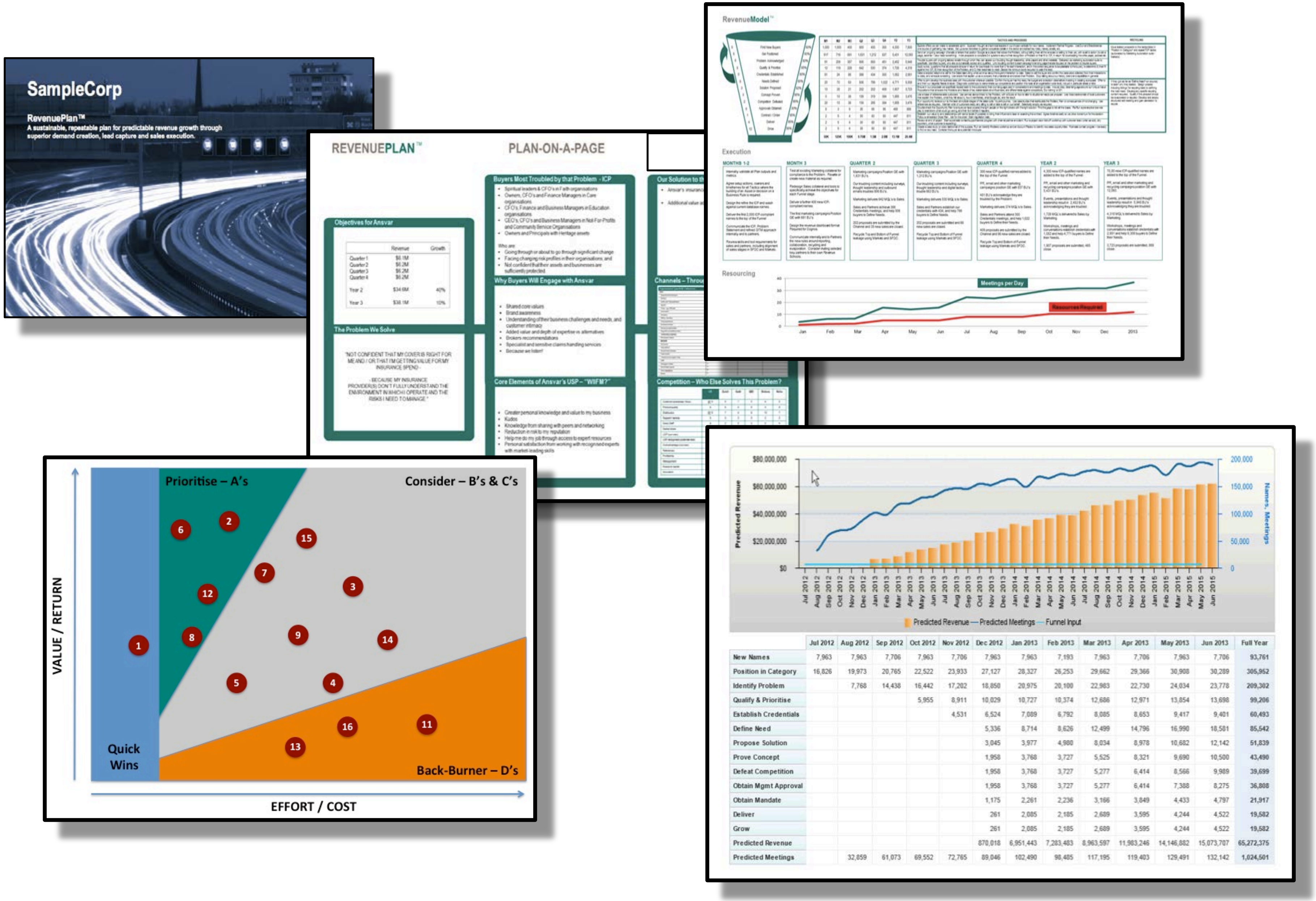
From this…..


Insurance Company
Heat Map - July 2011
People & Management
Sales Management 3
Competencies & Capabilities (including soft skills) 4
Remuneration 3
Engagement 4
Recruit & Retain 3
Talent Development 2
Selling
Collateral & Tools 3
Presentations & Proposals 3
(Key) Account Management 1
Sales Methodology 1
Pipeline Management & Reporting 2
Meetings 4
Strategy & Planning
Actionable & Granular 2
Objectives 5
USP / Value Proposition 4
Channels 4
Competitive Positioning 3
Buyers' Journey 2
F
25%
Marketing
Segmentation & ICP 5
Internet 3
Mar-Comm's & Collateral 2
Customer Focused 2
Top of Funnel Processes – Lead Generation 0
Alignment 0
Products & Services
Customer Reference-ability 7
Understood & Defined 6
Differentiated 4
Innovation 3
Bundling Appropriate NR
Pricing NR
Technology, Process & Measurement
Process Improvement 0
Lead & Lag Indicators 2
Technology & Process Aligned 0
Knowledge Management & Sharing 2
Performance Measures / Metrics 4
Processes Documented 0

….To this


Insurance Company
Heat Map - April 2013
People & Management
Sales Management 7
Competencies & Capabilities (including soft skills) 6
Remuneration 6
Engagement 7
Recruit & Retain 5
Talent Development 3
Selling
Collateral & Tools 8
Presentations & Proposals 7
(Key) Account Management 3
Sales Methodology 9
Pipeline Management & Reporting 6
Meetings 5
Strategy & Planning
Actionable & Granular 8
Objectives 8
USP / Value Proposition 7
Channels 6
Competitive Positioning 6
Buyers' Journey 9
B
67%
Marketing
Segmentation & ICP 9
Internet 4
Mar-Comm's & Collateral 9
Customer Focused 9
Top of Funnel Processes – Lead Generation 6
Alignment 8
Products & Services
Customer Reference-ability 8
Understood & Defined 7
Differentiated 8
Innovation 3
Bundling Appropriate 7
Pricing 7
Technology, Process & Measurement
Process Improvement 8
Lead & Lag Indicators 4
Technology & Process Aligned 6
Knowledge Management & Sharing 8
Performance Measures / Metrics 6
Processes Documented 9

Then build a REVENUE BLUEPRINT for the future



SampleCorp

RevenuePlan™

A sustainable, repeatable plan for predictable revenue growth through superior demand creation, lead capture and sales execution.

REVENUEPLAN™ PLAN-ON-A-PAGE

Objectives for Ansvar

	Revenue	Growth
Quarter 1	$8.1M	
Quarter 2	$8.2M	
Quarter 3	$8.2M	
Quarter 4	$8.2M	
Year 2	$34.6M	40%
Year 3	$38.1M	10%

The Problem We Solve

"NOT CONFIDENT THAT MY COVER IS RIGHT FOR ME AND / OR THAT I'M GETTING VALUE FOR MY INSURANCE SPEND -

- BECAUSE MY INSURANCE PROVIDER(S) DON'T FULLY UNDERSTAND THE ENVIRONMENT IN WHICH I OPERATE AND THE RISKS I NEED TO MANAGE."

Buyers Most Troubled by that Problem - ICP

- Spiritual leaders & CFO's in Faith organisations
- Owners, CFO's and Finance Managers in Care organisations
- CFO's, Finance and Business Managers in Education organisations
- CEO's, CFO's and Business Managers in Not-For-Profits and Community Service Organisations
- Owners and Principals with Heritage assets

Who are:
- Going through or about to go through significant change
- Facing changing risk profiles in their organisations; and
- Not confident that their assets and businesses are sufficiently protected

Why Buyers Will Engage with Ansvar

- Shared core values
- Brand awareness
- Understanding of their business challenges and needs, and customer intimacy
- Added value and depth of expertise vs alternatives
- Brokers recommendations
- Specialist and sensitive claims handling services
- Because we listen!

Core Elements of Ansvar's USP – "WIIFM?"

- Greater personal knowledge and value to my business
- Kudos
- Knowledge from sharing with peers and networking
- Reduction in risk to my reputation
- Help me do my job through access to expert resources
- Personal satisfaction from working with recognised experts with market-leading skills

Our Solution to th

- Ansvar's insura
- Additional value a

Channels – Throu

Competition – Who Else Solves This Problem?

RevenueModel™

Execution

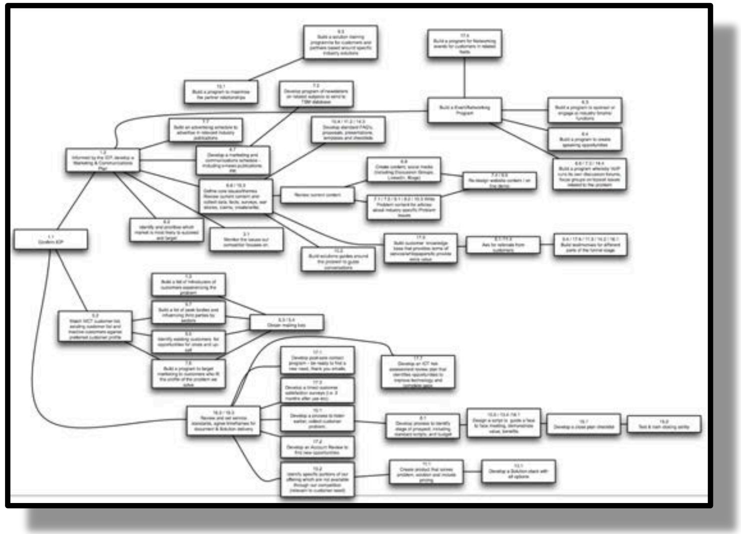
Resourcing

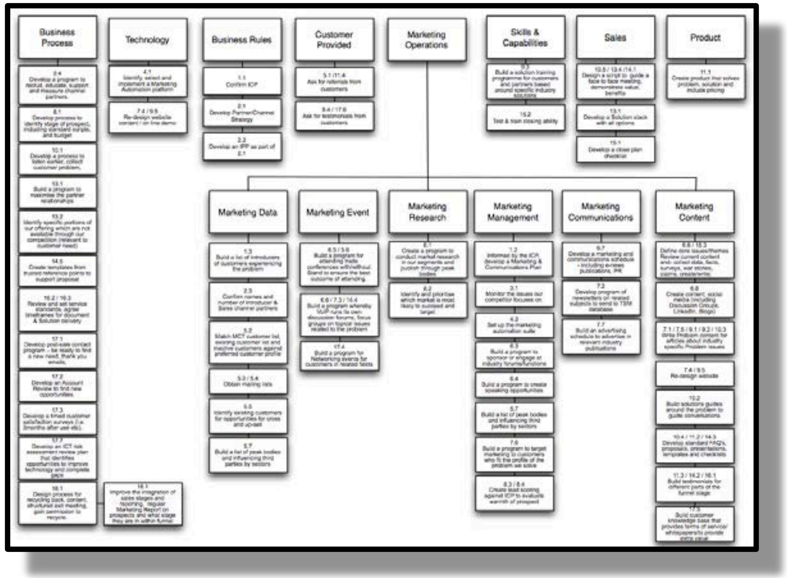
MONTHS 1-2
MONTH 3
QUARTER 2
QUARTER 3
QUARTER 4
YEAR 2
YEAR 3
Meetings per Day
Resources Required
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2013
VALUE / RETURN
EFFORT / COST
Prioritise – A's
Consider – B's & C's
Quick Wins
Back-Burner – D's
1
2
3
4
5
6
7
8
9
11
12
13
14
15
16
$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
Predicted Revenue
200,000
150,000
100,000
50,000
0
Names, Meetings
Jul 2012
Aug 2012
Sep 2012
Oct 2012
Nov 2012
Dec 2012
Jan 2013
Feb 2013
Mar 2013
Apr 2013
May 2013
Jun 2013
Jul 2013
Aug 2013
Sep 2013
Oct 2013
Nov 2013
Dec 2013
Jan 2014
Feb 2014
Mar 2014
Apr 2014
May 2014
Jun 2014
Jul 2014
Aug 2014
Sep 2014
Oct 2014
Nov 2014
Dec 2014
Jan 2015
Feb 2015
Mar 2015
Apr 2015
May 2015
Jun 2015
Predicted Revenue — Predicted Meetings — Funnel Input

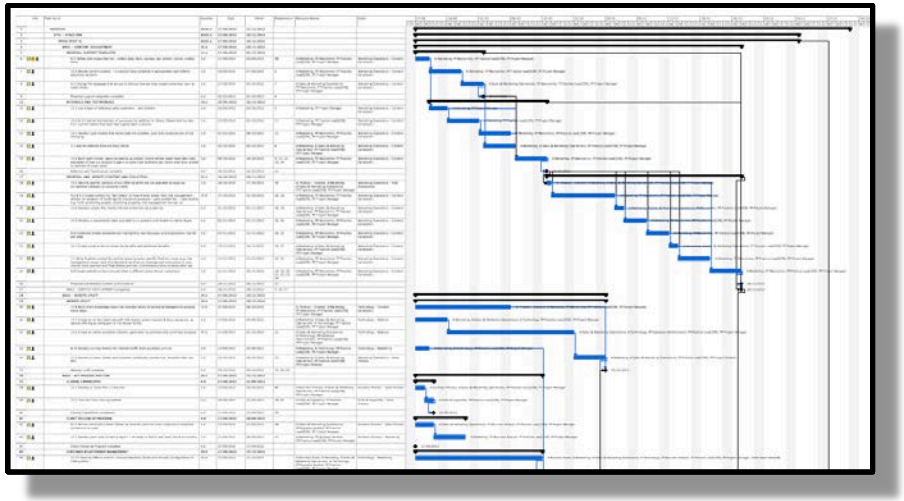
	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	7,706	7,963	7,706	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	29,366	30,908	30,289	305,952
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	22,730	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	12,686	12,971	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	8,085	8,653	9,417	9,401	60,493
Define Need						5,336	8,714	8,626	12,499	14,796	16,990	18,581	85,542
Propose Solution						3,045	3,977	4,980	8,034	8,978	10,682	12,142	51,839
Prove Concept						1,958	3,768	3,727	5,525	8,321	9,690	10,500	43,490
Defeat Competition						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	15,073,707	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501

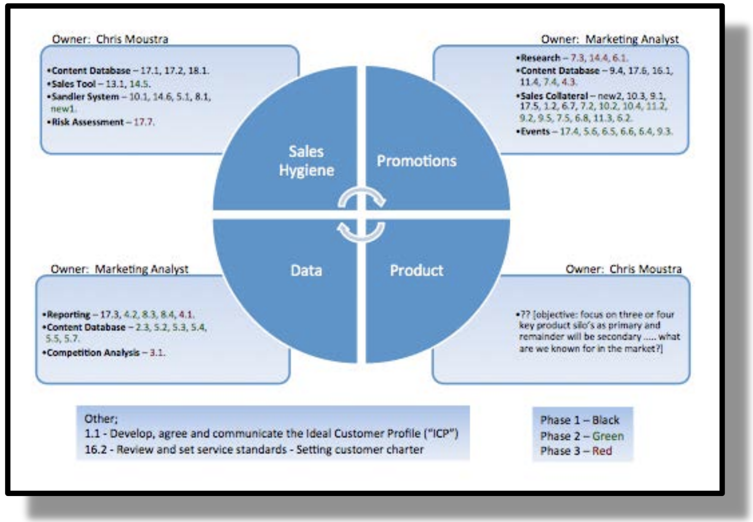
RevenueTEK

…..and a CLEAR PLAN for EXECUTING that Blueprint.




Business Process
Technology
Business Rules
Customer Provided
Marketing Operations
Skills & Capabilities
Sales
Product
Marketing Data
Marketing Event
Marketing Research
Marketing Management
Marketing Communications
Marketing Content




Sales Hygiene
Promotions
Data
Product

Owner: Chris Moustra

- **Content Database** – 17.1, 17.2, 18.1.
- **Sales Tool** – 13.1, 14.5.
- **Sandler System** – 10.1, 14.6, 5.1, 8.1, new1.
- **Risk Assessment** – 17.7.

Owner: Marketing Analyst

- **Research** – 7.3, 14.4, 6.1.
- **Content Database** – 9.4, 17.6, 16.1, 11.4, 7.4, 4.3.
- **Sales Collateral** – new2, 10.3, 9.1, 17.5, 1.2, 6.7, 7.2, 10.2, 10.4, 11.2, 9.2, 9.5, 7.5, 6.8, 11.3, 6.2.
- **Events** – 17.4, 5.6, 6.5, 6.6, 6.4, 9.3.

Owner: Marketing Analyst

- **Reporting** – 17.3, 4.2, 8.3, 8.4, 4.1.
- **Content Database** – 2.3, 5.2, 5.3, 5.4, 5.5, 5.7.
- **Competition Analysis** – 3.1.

Owner: Chris Moustra

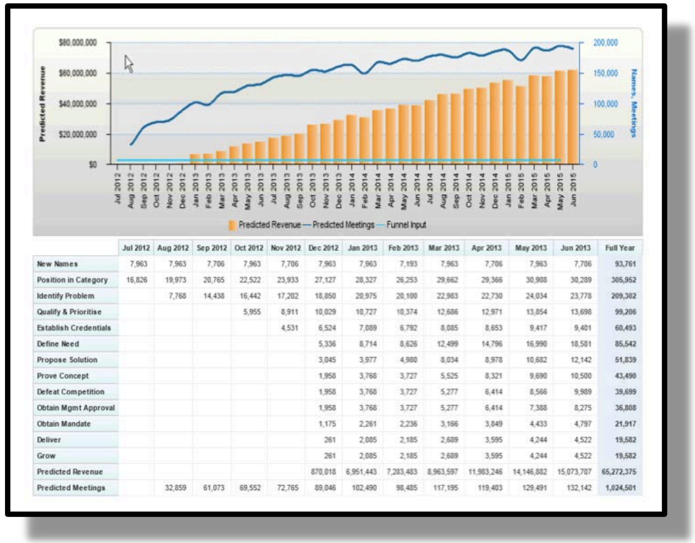
- ?? [objective: focus on three or four key product silo's as primary and remainder will be secondary ….. what are we known for in the market?]

Other;
1.1 - Develop, agree and communicate the Ideal Customer Profile ("ICP")
16.2 - Review and set service standards - Setting customer charter

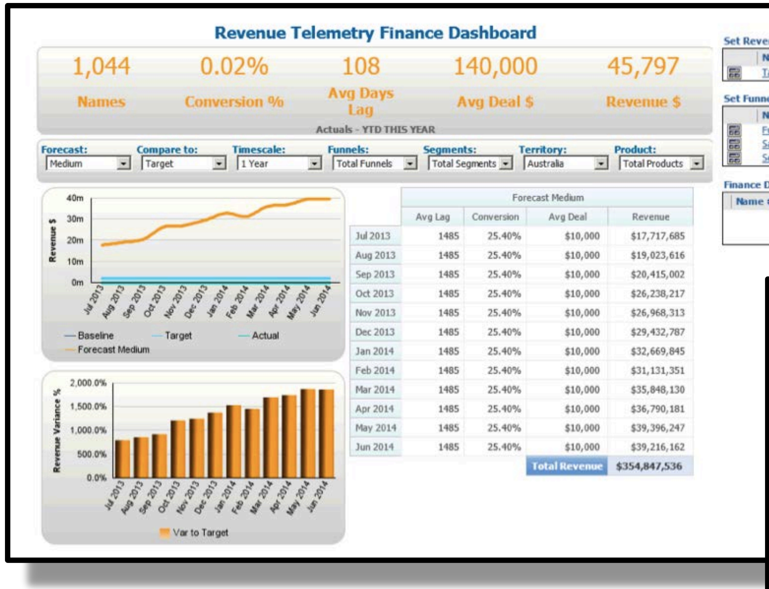
Phase 1 – Black
Phase 2 – Green
Phase 3 – Red

RevenueTEK

Including all the right PREDICTIVE METRICS and DASHBOARDS to make sure you stay on track


$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0
Predicted Revenue
200,000
150,000
100,000
50,000
0
Names, Meetings
Jul 2012 … Jun 2015
Predicted Revenue — Predicted Meetings — Funnel Input

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	7,706	7,963	7,706	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	29,366	30,908	30,289	305,952
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	22,730	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	12,686	12,971	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	8,085	8,653	9,417	9,401	60,493
Define Need						5,336	8,714	8,626	12,499	14,796	16,990	18,581	85,542
Propose Solution						3,045	3,977	4,980	8,034	8,978	10,682	12,142	51,839
Prove Concept						1,958	3,768	3,727	5,525	8,321	9,690	10,500	43,490
Defeat Competition						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	15,073,707	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501


Revenue Telemetry Finance Dashboard

1,044	0.02%	108	140,000	45,797
Names	Conversion %	Avg Days Lag	Avg Deal $	Revenue $

Actuals - YTD THIS YEAR

Forecast: Medium
Compare to: Target
Timescale: 1 Year
Funnels: Total Funnels
Segments: Total Segments
Territory: Australia
Product: Total Products

40m
30m
20m
10m
0m
Revenue $
Jul 2013 … Jun 2014
Baseline
Target
Actual
Forecast Medium
2,000.0%
1,500.0%
1,000.0%
500.0%
0.0%
Revenue Variance %
Var to Target

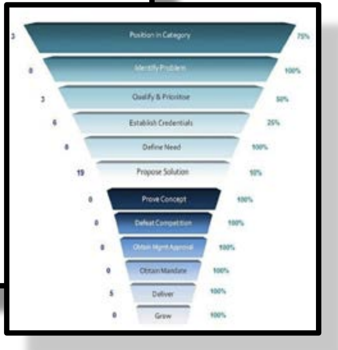
	Forecast Medium			
	Avg Lag	Conversion	Avg Deal	Revenue
Jul 2013	1485	25.40%	$10,000	$17,717,685
Aug 2013	1485	25.40%	$10,000	$19,023,616
Sep 2013	1485	25.40%	$10,000	$20,415,002
Oct 2013	1485	25.40%	$10,000	$26,238,217
Nov 2013	1485	25.40%	$10,000	$26,968,313
Dec 2013	1485	25.40%	$10,000	$29,432,787
Jan 2014	1485	25.40%	$10,000	$32,669,845
Feb 2014	1485	25.40%	$10,000	$31,131,351
Mar 2014	1485	25.40%	$10,000	$35,848,130
Apr 2014	1485	25.40%	$10,000	$36,790,181
May 2014	1485	25.40%	$10,000	$39,396,247
Jun 2014	1485	25.40%	$10,000	$39,216,162
			Total Revenue	$354,847,536

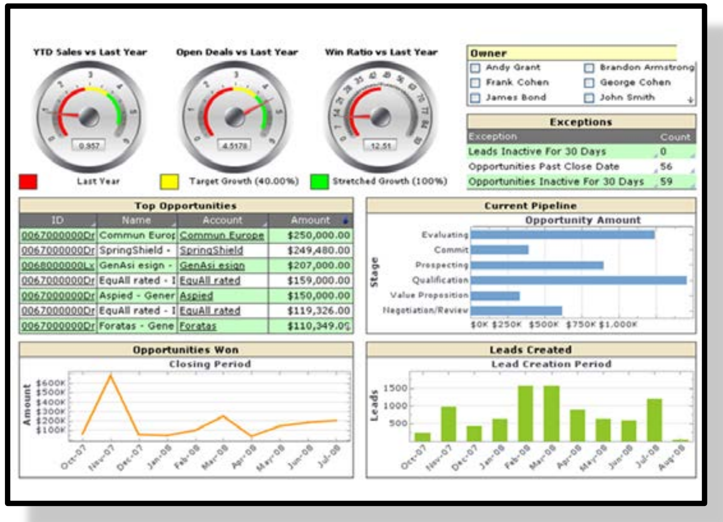
Set Revenue Targets
Name
Target Setting

Set Funnel Parameters
Name
Funnel Parameters
Sales Parameters
Setup and Control

Finance Detailed Reports

Name	Actions
No entries.	




YTD Sales vs Last Year
0.957
Open Deals vs Last Year
4.5178
Win Ratio vs Last Year
12.51
🟥 Last Year
🟨 Target Growth (40.00%)
🟩 Stretched Growth (100%)

Owner
☐ Andy Grant
☐ Frank Cohen
☐ James Bond
☐ Brandon Armstrong
☐ George Cohen
☐ John Smith

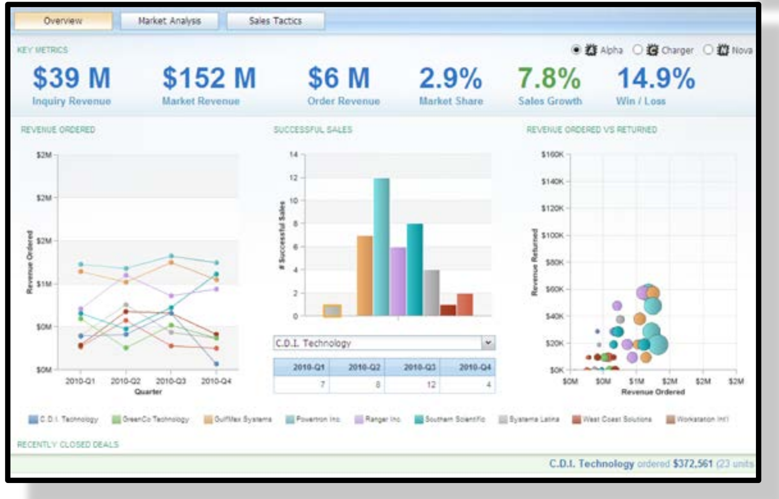
Exceptions

Exception	Count
Leads Inactive For 30 Days	0
Opportunities Past Close Date	56
Opportunities Inactive For 30 Days	59

Top Opportunities

ID	Name	Account	Amount
0067000000Dr	Commun Europ	Commun Europe	$250,000.00
0067000000Dr	SpringShield -	SpringShield	$249,480.00
0068000000Lx	GenAsi esign -	GenAsi esign	$207,000.00
0067000000Dr	EquAll rated - I	EquAll rated	$159,000.00
0067000000Dr	Aspied - Gener	Aspied	$150,000.00
0067000000Dr	EquAll rated - I	EquAll rated	$119,326.00
0067000000Dr	Foratas - Gene	Foratas	$110,349.0

Current Pipeline
Opportunity Amount
Stage
Evaluating
Commit
Prospecting
Qualification
Value Proposition
Negotiation/Review
$0K $250K $500K $750K $1,000K
Opportunities Won
Closing Period
Amount
$600K
$500K
$400K
$300K
$200K
$100K
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
Mar-08
Apr-08
May-08
Jun-08
Jul-08
Leads Created
Lead Creation Period
Leads
1500
1000
500
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
Mar-08
Apr-08
May-08
Jun-08
Jul-08
Aug-08


Overview
Market Analysis
Sales Tactics
KEY METRICS
● Alpha
○ Charger
○ Nova

$39 M	$152 M	$6 M	2.9%	7.8%	14.9%
Inquiry Revenue	Market Revenue	Order Revenue	Market Share	Sales Growth	Win / Loss

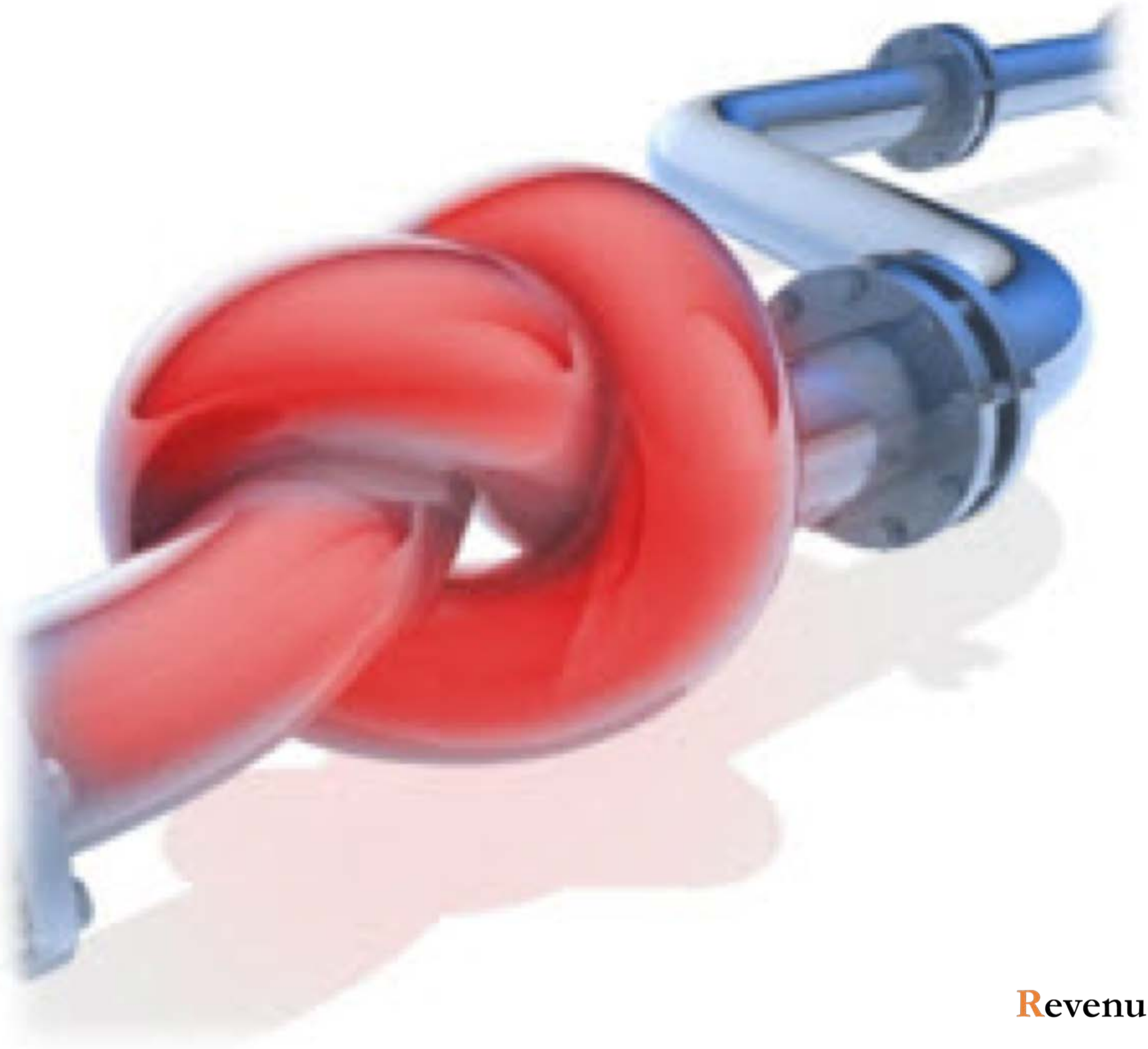
REVENUE ORDERED
$2M
$0M
Revenue Ordered
2010-Q1
2010-Q2
2010-Q3
2010-Q4
Quarter
SUCCESSFUL SALES
14
12
10
8
6
4
2
0
# Successful Sales
REVENUE ORDERED VS RETURNED
$160K
$140K
$120K
$100K
$80K
$60K
$40K
$20K
$0K
Revenue Returned
Revenue Ordered
C.D.I. Technology
GreenCo Technology
Gulfilex Systems
Powertron Inc.
Ranger Inc.
Southern Scientific
Systems Latina
West Coast Solutions
Workstation Inc
RECENTLY CLOSED DEALS

C.D.I. Technology

2010-Q1	2010-Q2	2010-Q3	2010-Q4
7	8	12	4

C.D.I. Technology ordered $372,561 (23 units

UNBLOCKING YOUR PIPELINE



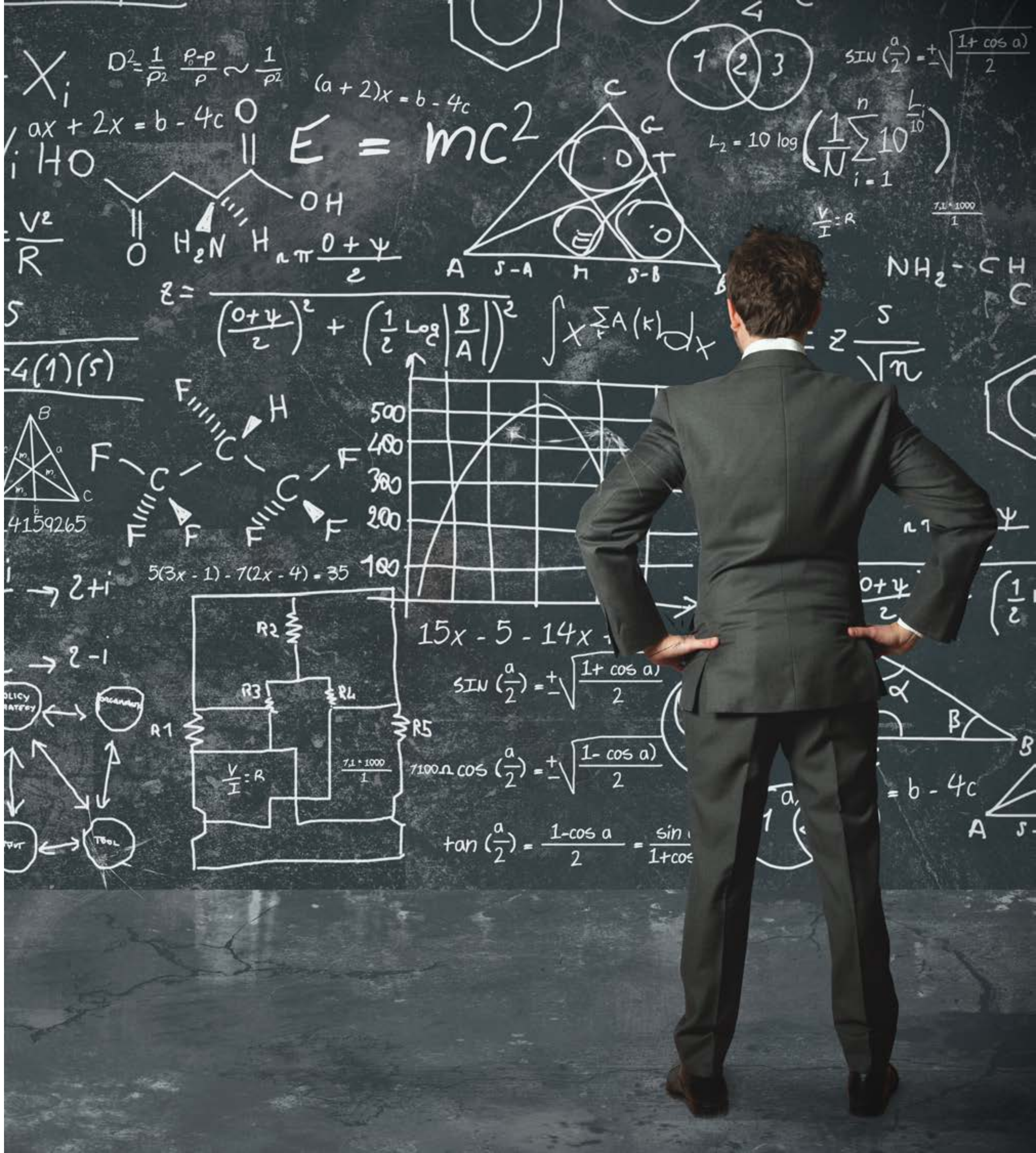
RevenueTEK

To unblock your pipeline, you need to the right measures to know exactly what’s blocked and how badly.

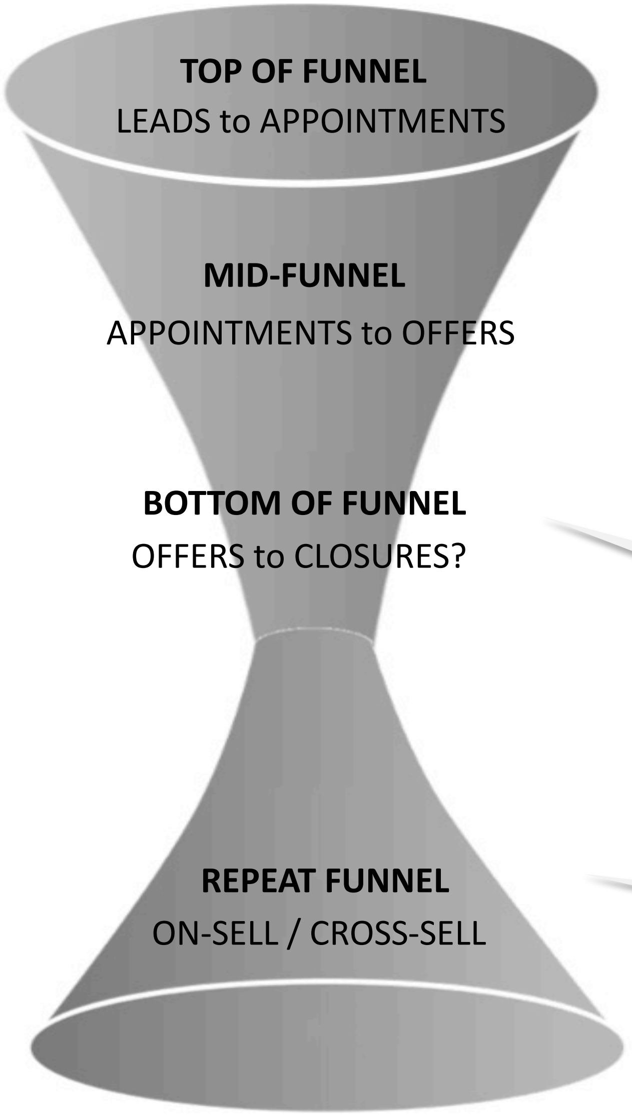
Otherwise – you’re guessing!

If you’re lucky you’ll be right.
If you’re not you’ll waste your money and resources.

You might even make it worse…
MUCH WORSE!


E = mc²
ax + 2x = b - 4c
(a + 2)x = b - 4c
5(3x - 1) - 7(2x - 4) = 35
15x - 5 - 14x
4159265
500
400
300
200
100
R1
R2
R3
R4
R5

Accurate MEASUREMENT and ANALYTICS highlights ROOT CAUSES which then inform the appropriate REMEDIAL ACTIONS



TOP OF FUNNEL
LEADS to APPOINTMENTS

- Value proposition unclear?
- Poor market or customer segmentation?
- No lead generation?
- Poor process around lead qualification?
- Collateral / content issues?
- Poor coordination between Marketing and Sales?
- Ineffective digital / social strategy or execution?

MID-FUNNEL
APPOINTMENTS to OFFERS

- Ineffective / no Inside Sales operations?
- Poor Marketing / Sales alignment?
- Low sales meeting / conversation skills?
- Sales meeting / product collateral?
- CRM-process alignment / optimisation?
- Inability to help buyers clarify/quantify needs?
- Lack of understanding of Buyers Journey?

BOTTOM OF FUNNEL
OFFERS to CLOSURES?

- Poor / ineffective selling / closing skills?
- Wrong people in the wrong positions?
- Poor quality proposals / presentations?
- Presentation skills?
- Poor / ineffective negotiation skills?
- Lack of / poor sales process / sales execution?

REPEAT FUNNEL
ON-SELL / CROSS-SELL

- Poor / ineffective account management?
- Lack of product / offering knowledge?
- Lack of integration between sales & delivery?
- Sales compensation plans not aligned to up and cross sell?

RevenueTEK

As opposed to GUT FEEL, GUESSWORK and PROBLEMATIC RESULTS CEO’s put with today.

RevenueTEK

MAIN
% is SALE!
TEAM
MARKETING
internet

What problems can we we solve for our customers – better than anyone else can?

Which organisations and people within them suffer from those problems?
Who suffers most?

How do they research and buy solutions to those problems when they know they have them?

Do our products and services represent valuable solutions to those problems?

Who else helps our buyers solve these problems?
How will we defeat them?

How effectively do we market and sell to those buyers?

RevenueTEK

www.revenuetek.com