

How to unclog your sales pipeline!

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Today's speakers



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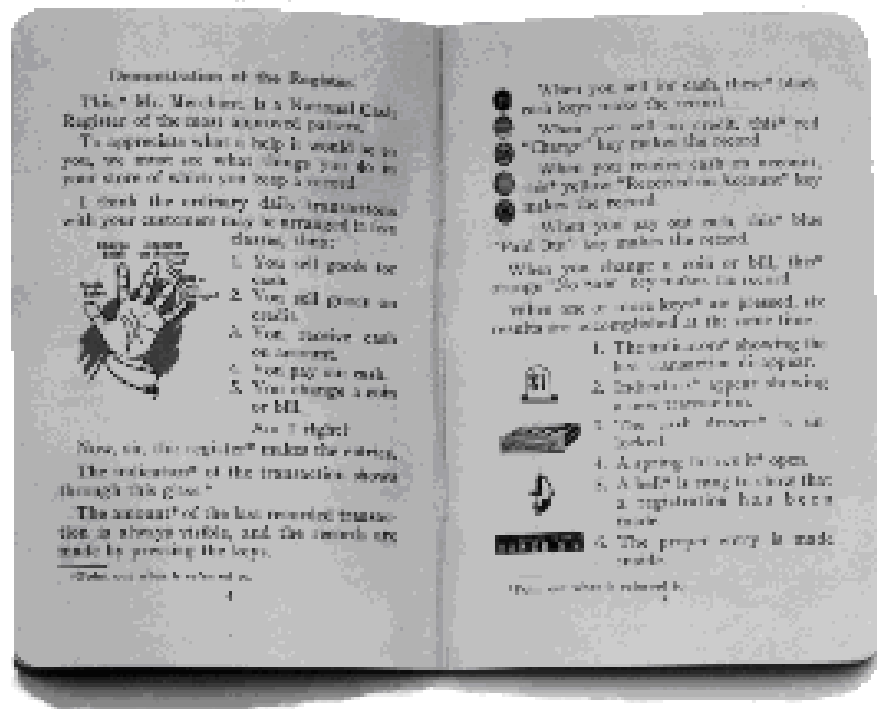
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Director,
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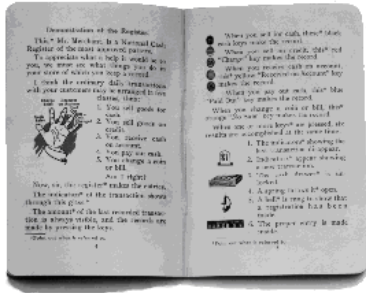


Where we've been...



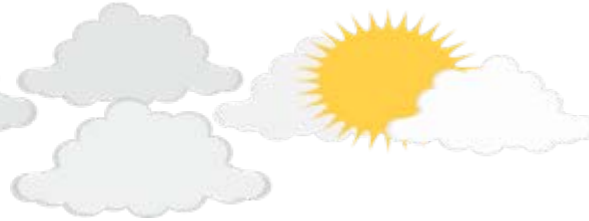
Where we are heading...

Know WHAT



Details and Description

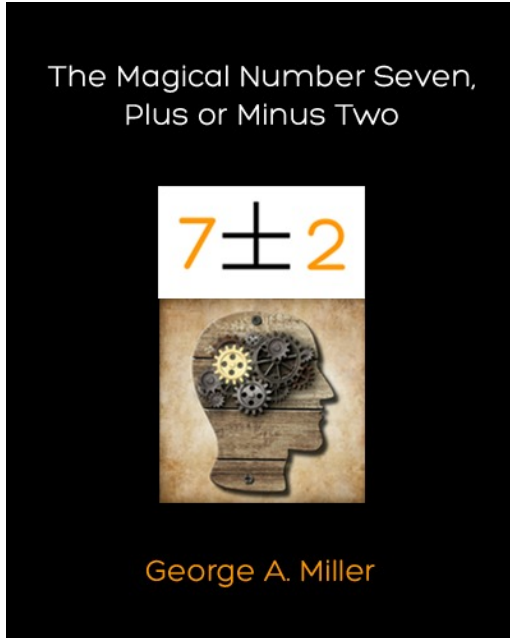
Know HOW



Insight and Illumination

Working memory drives modern selling

"The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information"



Information overload coping strategies

Current State

Show Up & Throw Up

All other channels
\$4.4M



Commodity

Low win rates,
steep discounts

Customers self configure their solution

2014 Growth:
\$20.3M

Heroic Effort

28 account
sample
\$15.6M



Not Scalable

Only about
20% of sales
teams can do
this

A sales team collaborates with customers to configure their solution

Let's talk about reality

Baseline

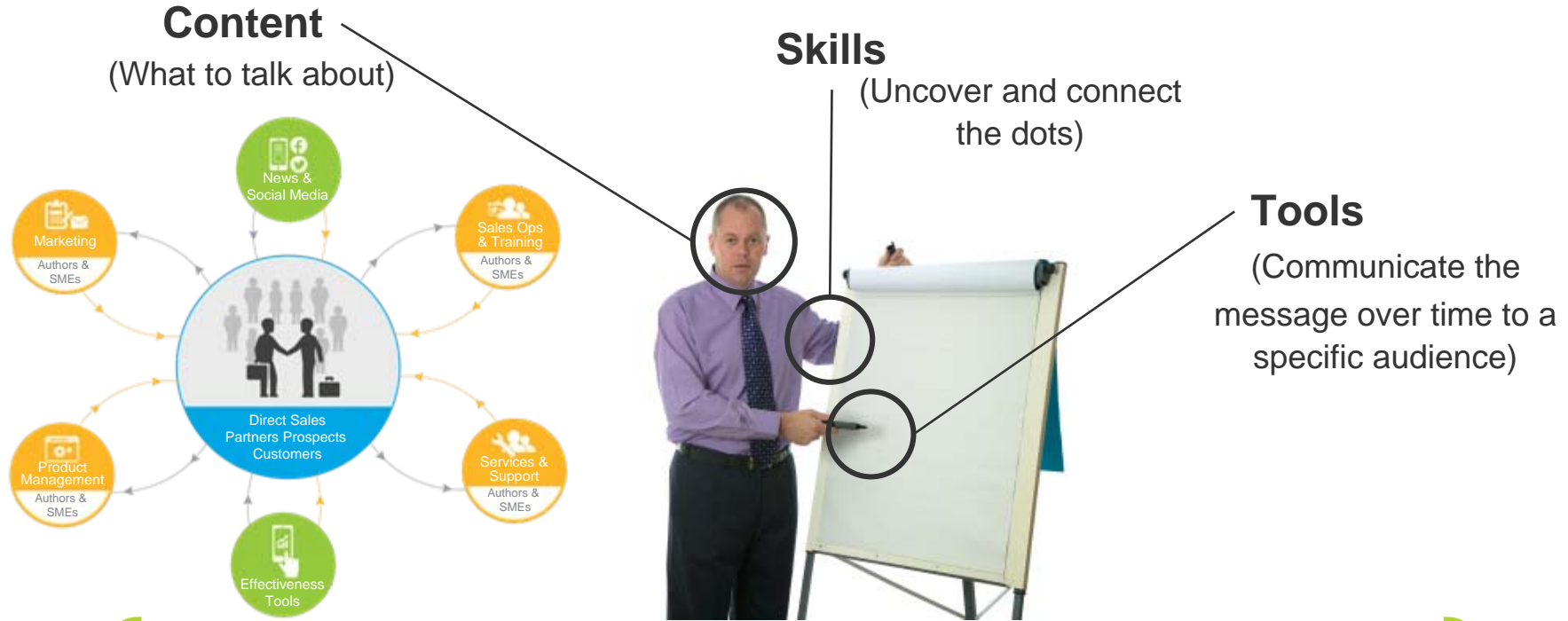
- 20 Territories
- \$76,923 rev / transaction (\$25M/325 contracts)
- 24 – number of opportunities a rep can handle
- 4.5 months – length of sales cycle
- 4 months – sales ramp up
- 25% close rate

\$25 Million

Growth Scenarios: Objective 10%

Hire more sales people	Improve deal size	Shorten sales cycle	Improve close rate
\$26,256,410	\$27,076,923	\$27,350,427	\$27,076,923
(\$435,603)	\$129,462	\$205,769	\$129,462

All sales conversations are complex



Coordinating all of this leverages “working memory”

Focus on driving measurable objectives

Baseline			
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Sales Objectives



Gain the appropriate level of access



Have successful meetings



Create a shared vision of success


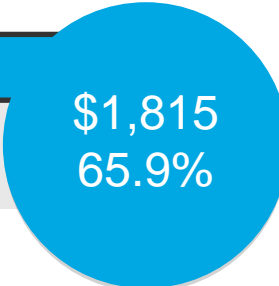





Develop a business case

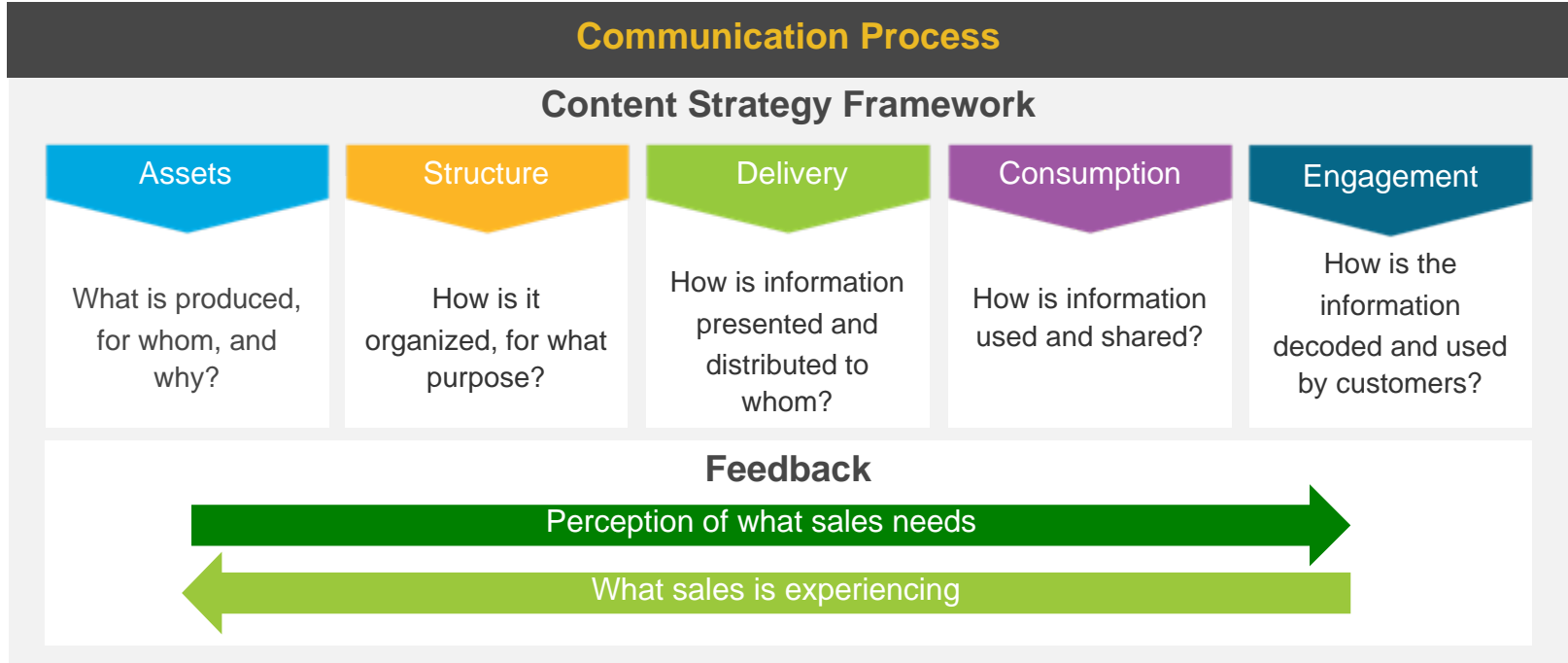


Pipeline physics

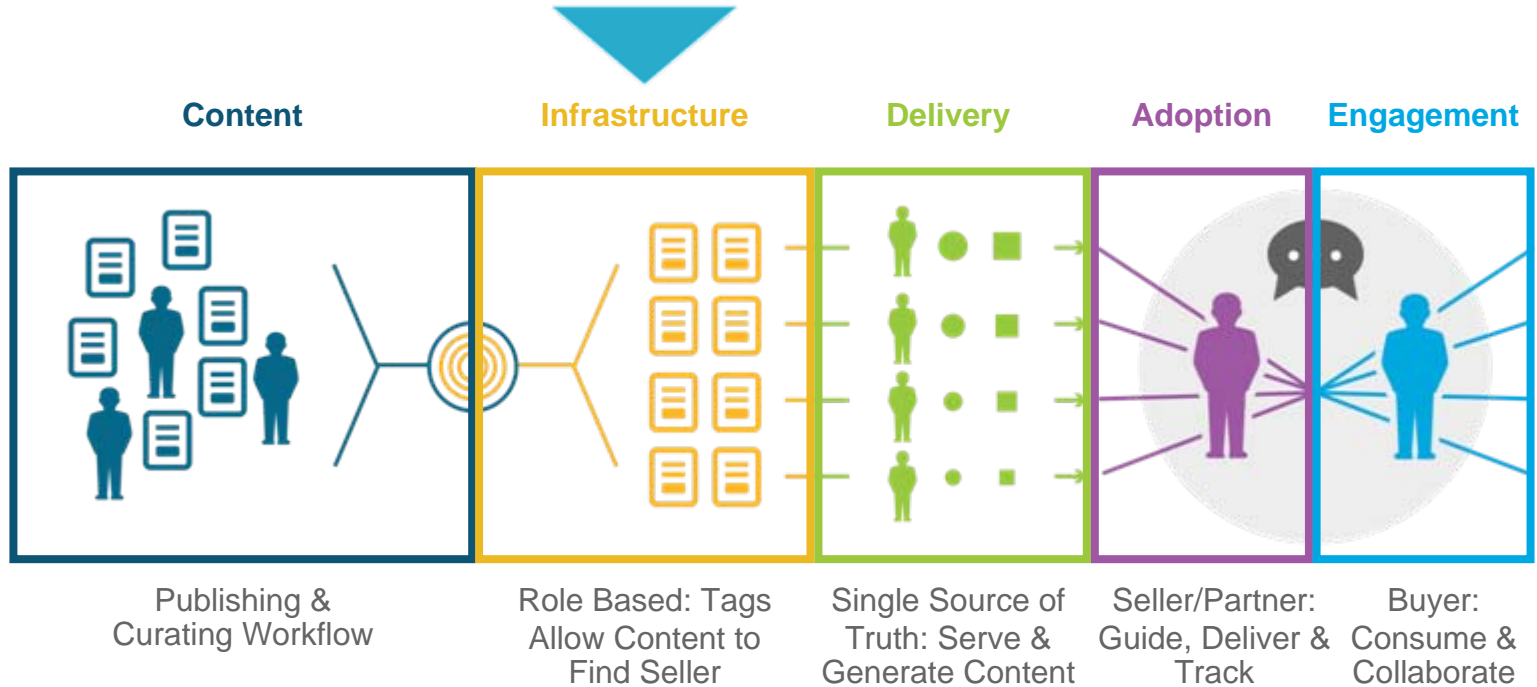
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	Sales Objective	Convert	Value	Increase	
	Gain appropriate level of access	25%> 30%	\$1093.75	\$1312.50	 \$1,815 65.9%
	Have successful meetings	35%>40%	\$4375	\$5000	
	Create a shared vision of success	50%>55%	\$12,500	\$13,750	
	Develop a business case	50%>55%	\$25,000	\$27,500	

Content assessment methodology



Where to start



How some companies are doing this today

CallidusCloud MySalesGenius

PLAYBOOKS ▾ INDUSTRY ▾ ONBOARDING MYPORTALS DEALS FORUMS

Search **SEARCH** ▾

ENABLEMENT

Enable sales with the right content, training and coaching to win every time

Sales Cheat Sheet

Meet the experts

LITMOS

Lead to Money

lead → planning → **enablement** → quotes to proposals → contracts → incentives → money

SALES KIT | DISCOVERY | DIFFERENCE | PRICING | BATTLECARD | JUSTIFY | GET STARTED

+ PRODUCT SUMMARY

+ SOLUTION HIGHLIGHTS

+ PRODUCT SUPPORTING MATERIALS (BOM)

BROCHURES

- Lead to Money Bundle Datasheet
- Enablement Brochure

CUSTOMER STORIES

- Thomson Reuters - Enablement Case Study
- CDW - Enablement Case

WHITEPAPERS

- From Lead to Money: A Step by Step
- Whitepaper - 5 Steps to

PRESENTATION

- Enablement Training

How to execute



Step 1



Vision

Define the problem, identify content, and gain executive sponsorship.

Step 2



Requirements

Outline content goals, structure of content, delivery method, and adoption measurement.

Step 3



Strategy

Build a framework for how content will be organized.

Step 4



Delivery

Determine the best delivery solution and pilot the delivery model.

Step 5



Operations

Continually reevaluate and report to executive sponsors and stakeholders.

Thank you!



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