Analytics: Math of Sales™

Touches : Conversation : Conversion

Accurate insights in real time.

Salesvue is an automated workflow engine residing natively in the Salesforce ecosystem ensuring continued data security. Salesvue makes it easier to establish distinct processes in the various stages of the sales cycle.

Getting granular with Salesvue's Math of Sales™ supports a deeper dive into:

- **Sales and Marketing: Peeling Back the Onion**
- **Sales Rep: Efficiency and Effectiveness**
- **Budget: Best ROI**

Sales and Marketing: Peeling Back the Onion

In the example below, the Director of Marketing was obsessively enthusiastic about capturing a lead's source. When asked about the best lead source, the Director of Marketing pointed to the results and emphatically stated, "Online marketing! See right here, it generated nearly 4,200 names." *(Fig. A)*

Observing the columns across the top in the figure below, the number of "No Touch" represents the number of emails sent to each lead source *(Fig. B)*, "Touch" is the number of phone calls made to each lead source *(Fig. C)*, "Conversation" is when the prospect picked up the phone *(Fig. D)* and a "Conversion" in this example is a Marketing Qualified Lead (MQL) *(Fig. E)*.

(Fig. B) **Number of emails sent to lead source**

(Fig. C) **Number of calls made to a lead source**

(Fig. D) **Prospect picked up the phone**

(Fig. E) **Marketing Qualified Lead**

Total Activities

Number of Accounts Targeted

(Fig. A) **Client thought this was the best lead source**

Current Source (Picklist)	No Touch	%	Touch	%	Conversation	%	Conversion	%	Total	Entity Count	Touches ▼	Conversations	Conversions
No Current Source (Picklist) Value	146	(15%)	641	(67%)	174	(18%)	2	(0%)	963	418	409	88	1
Online Marketing	1,015	(8%)	9,331	(76%)	1,884	(15%)	76	(1%)	12,306	4,166	149	26	1
Web Event	418	(9%)	3,753	(79%)	544	(11%)	30	(1%)	4,745	1,235	144	19	1
Digital Event	658	(15%)	3,161	(71%)	624	(14%)	30	(1%)	4,473	1,644	127	22	1
Online	30	(8%)	288	(79%)	44	(12%)	3	(1%)	365	87	112	16	1
Outbound Email Marketing	209	(23%)	618	(67%)	78	(8%)	16	(2%)	921	325	45	6	1
Event	673	(21%)	1,970	(63%)	437	(14%)	57	(2%)	3,137	1,192	43	9	1
Website	488	(23%)	1,343	(63%)	210	(10%)	86	(4%)	2,127	733	19	3	1
Cold Call	6	(13%)	21	(45%)	16	(34%)	4	(9%)	47	14	10	5	1
Webinar	11	(44%)	7	(28%)	3	(12%)	4	(16%)	25	19	4	2	1
Auto Lead Generation	0	(0%)	13	(76%)	4	(24%)	0	(0%)	17	7	n/a	n/a	n/a
Lead Nurturing	8	(19%)	33	(77%)	2	(5%)	0	(0%)	43	15	n/a	n/a	n/a

(Fig. F) **Best lead source based on Math of Sales™**

When Salesvue reviewed the Math of Sales™ report with the Director of Marketing, it was evident the 4,000 number was a cheap name source; however, the sales team expended 12,000+ outbound activity efforts to generate 76 MQL's. Looking at Events and Website Marketing, the sales team generated a similar number of MQL's with 1/6th as much effort. Utilizing the Math of Sales™ it is clear to identify which lead source is the easiest to convert *(Fig. F)*.

The Math of Sales™ is favored by Salesvue clients because it reduces the sales effort down to the question, ***What does it take for the sales rep to gain one conversion?*** A "Conversion" is a client driven term. In the case of Salesvue, a "Conversion" is a demo. In another client's case, a "Conversion" might be sending a proposal or a Discovery Call.

The Math of Sales™ report unfolded what the Director of Marketing thought was the best lead, was actually time consuming by taking 149 "Touches," 26 "Conversations" to yield one "Conversion." 149:26:1. Considering that the Website Marketing lead sources mentioned was 19 "Touches," 3 "Conversations" to gain one "Conversion," 19:3:1, with these insights, **you know very quickly, if the program is a beneficial investment.**

Sales Rep: Effective and Efficient

Most first line managers only receive reports on the reps activities and an activity is not a precursor of success. In the example below, The Math of Sales™ is a report by sales rep showing the number of prospects the rep reached out to and the total touches. The two reps listed at the top of the report reveal these reps are struggling. The first rep had 367 conversations yielding 6 meetings *(Fig. A)*. The second rep had 66 conversations and it yielded one meeting *(Fig. B)*. The Math of Sales™ displayed these two reps are not long for the sales realm in this company, if something doesn't change. Compare these two reps with the leading two reps listed towards the bottom of the list who had 8 touches which gained 6 conversations yielding a meeting *(Fig. C)*. The struggling reps were 10x's worse in terms of driving a meeting. This report offered **constructive coaching for the manager to step in and solve the struggle**.

Users	No Touch	%	Touch	%	Conversation	%	Conversion	%	Total	Entity Count	Touches ▼	Conversations	Conversions
	832	(41%)	813	(40%)	367	(18%)	6	(0%)	2,018	618	198	62	1
	205	(62%)	59	(18%)	66	(20%)	1	(0%)	331	279	126	67	1
	214	(13%)	566	(33%)	873	(51%)	51	(3%)	1,704	704	29	18	1
	399	(15%)	1,182	(43%)	1,049	(39%)	88	(3%)	2,718	772	26	13	1
	89	(4%)	831	(38%)	1,161	(54%)	88	(4%)	2,169	767	24	14	1
	140	(9%)	719	(47%)	607	(40%)	59	(4%)	1,525	661	23	11	1
	822	(32%)	582	(23%)	1,075	(42%)	104	(4%)	2,583	870	17	11	1
	74	(4%)	864	(52%)	621	(38%)	95	(6%)	1,654	652	17	8	1
	11	(3%)	109	(26%)	247	(59%)	49	(12%)	416	316	8	6	1

(Fig. A) *(Fig. B)* *(Fig. C)*

Categories — Math of Sales

The table below shows results for a new hire from May 2015. In the first month this sales rep had a Math of Sales™ of 566 Touches: 46 Conversations: 1 Conversion *(Fig. A)*. Without a doubt, the sales rep was working very hard with almost 2,000 activities. After some additional product training and role playing, the Math of Sales™ shows continual improvement and within six months, the rep's numbers had improved five-fold *(Fig. B)*. At eleven months the rep improved ten-fold *(Fig. C)*.

(Fig. A)

Month ▲	No Touch	%	Touch	%	Conversation	%	Conversion	%	Total	Entity Count	Touches	Conversations	Conversions
May 2015	806	(42%)	1,041	(54%)	89	(5%)	2	(0%)	1,938	305	566	46	1
June 2015	686	(34%)	1,060	(52%)	285	(14%)	6	(0%)	2,037	490	225	49	1
July 2015	508	(36%)	810	(58%)	75	(5%)	10	(1%)	1,403	259	90	9	1
August 2015	556	(37%)	779	(53%)	136	(9%)	12	(1%)	1,483	328	77	12	1
September 2015	347	(42%)	397	(48%)	70	(9%)	8	(1%)	822	206	59	10	1
October 2015	246	(30%)	503	(60%)	76	(9%)	7	(1%)	832	193	84	12	1
November 2015	251	(38%)	311	(47%)	85	(13%)	9	(1%)	656	184	45	10	1
December 2015	180	(31%)	326	(57%)	60	(10%)	9	(2%)	575	153	44	8	1
January 2016	173	(31%)	322	(58%)	50	(9%)	7	(1%)	552	129	54	8	1
February 2016	315	(43%)	323	(44%)	82	(11%)	12	(2%)	732	238	35	8	1
March 2016	336	(31%)	610	(57%)	109	(10%)	14	(1%)	1,069	298	52	9	1
April 2016	354	(35%)	571	(57%)	55	(6%)	19	(2%)	999	272	34	4	1
May 2016	397	(31%)	824	(64%)	48	(4%)	14	(1%)	1,283	300	63	4	1
June 2016	430	(32%)	831	(63%)	53	(4%)	15	(1%)	1,329	273	60	5	1

(Fig. B)

(Fig. C)

Budget: Best ROI

The Math of Sales™ allows **managers to see what programs or campaigns are increasing their ROI** and driving their aimed results. Managers are able to allocate the budget resources to the programs that have been most successful.

When companies lack the knowledge of important information, such as how many activities their sales representatives manage on a daily basis for prospecting or how many activities it takes to connect with a client it makes for a vague sales cycle.

All of the data gathered creates a new opportunity to use real time analytics for building a measured, calculated approach to driving revenue faster. By answering the three questions below with real time, quantitative data, organizations could answer age-old questions surrounding forecasting, staffing and company strategy:

How many calls does it take to connect to a prospect?
How many connections will convert into an appointment or meeting?
How many conversions will turn into an opportunity?

Uncovering exact numbers for how to prospect effectively to build pipeline will provide sales organizations with the information they need to understand their revenue strategy. While most sales CRM's provide a platform for storing the above information, abstracting real time data is a challenge for most. By the time reports are built and notes are taken, data has changed in real time, leaving companies to build pipeline strategies based on educated guesses.

Adopting the Math of Sales™ provides a quantitative-based strategy to prospecting and building pipeline. To learn more about The Math of Sales™ request an informative demo.

Salesvue

Headquartered in Indianapolis, Indiana, the DNA of Salesvue is rooted in the fast-paced, ever changing landscape of the sales profession.

Technologies have been introduced and adopted to automate every facet of a company's business operation. However, we noticed that very few offerings truly addressed the needs of the sales person, their leadership and the all-important sales pursuit process.

What started as an effort to improve the execution of a company's inside sales team, through activity and cadence automation, has evolved to workflow and process platform solution which seamlessly integrates with Salesforce.

Salesvue's Math of Sales™ allows companies to follow, manage and track results in real time improving their marketing and sales execution and delivering campaign optimization.

Learn more about Salesvue with an informative demo.