

Evaluating Sales Strategies for New Office Stationery Line

Analysis of Sales Methods and Recommendations

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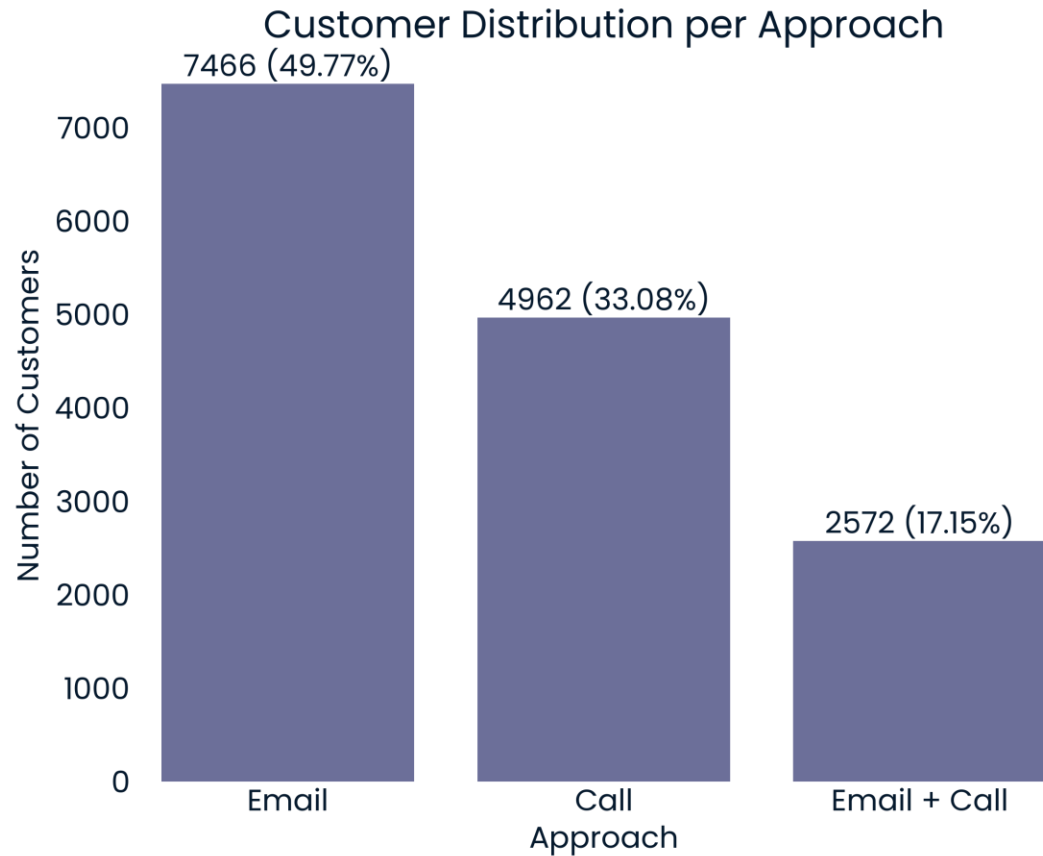
- **Objective:**

- Evaluate the effectiveness of three sales strategies (Email, Call, Email + Call) for a new product line.
- To determine the most effective sales strategy for our new office stationery line.

- **Business Goals:**

- Maximize revenue from the new product line.
- Identify the most efficient sales methods.
- Optimize sales team resources and efforts.

Number of Customers by Sales Method



1. **Email Only:** 7,466 (50%)

Initial email followed by a reminder email.

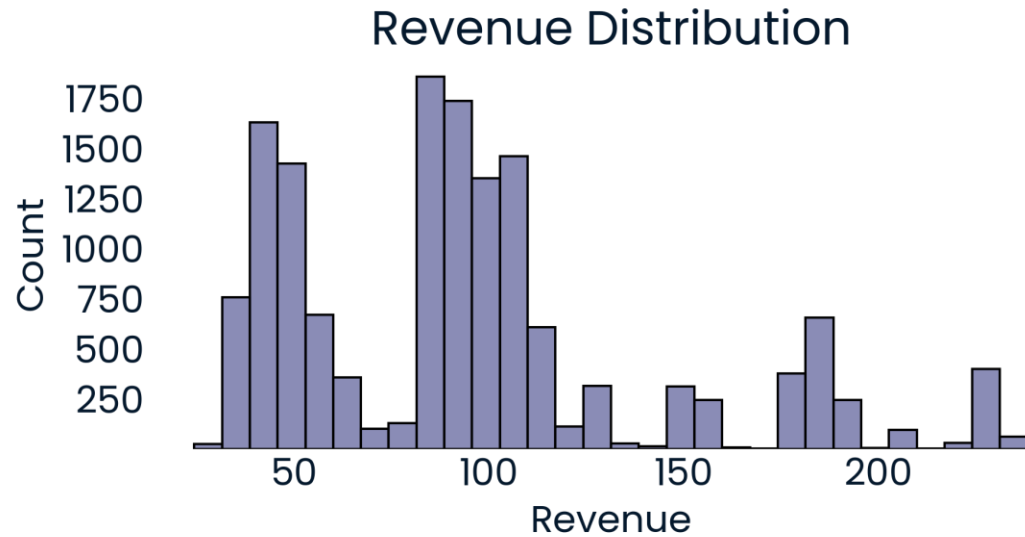
2. **Call Only:** 4,962 (33%)

Direct phone calls to customers.

1. **Email + Call:** 2,572 (17%)

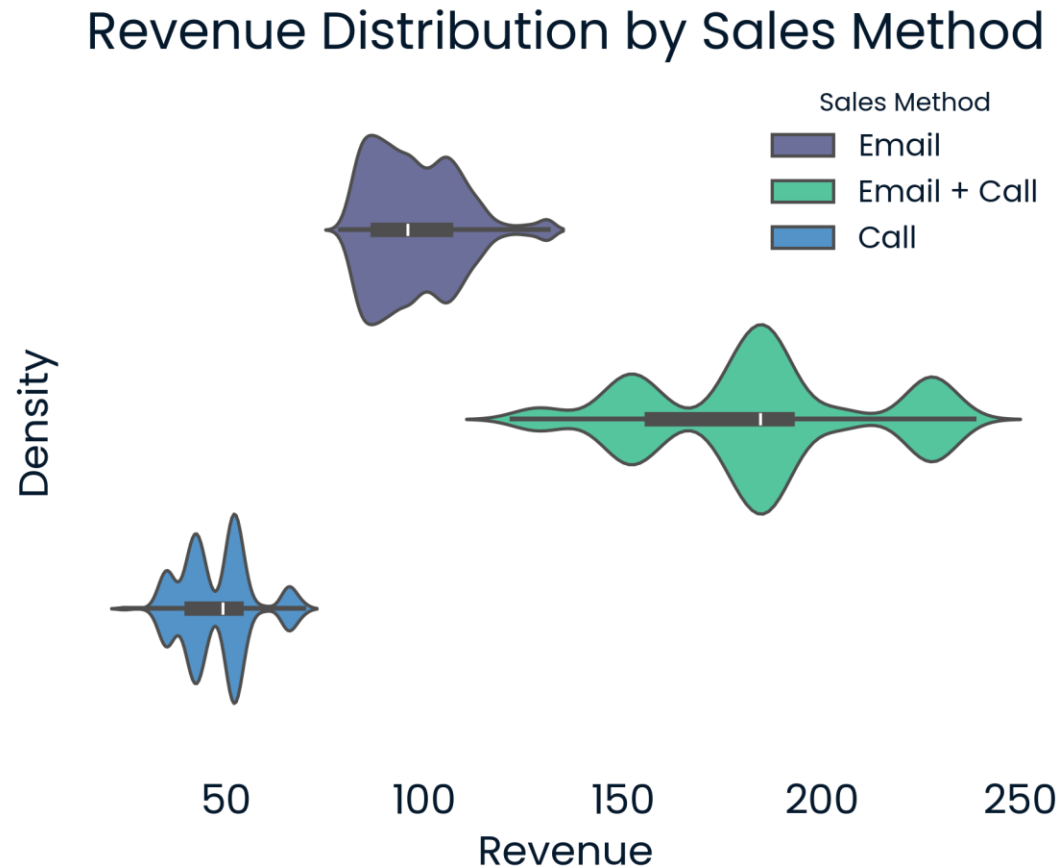
Initial email followed by a call.

Overall Revenue Distribution



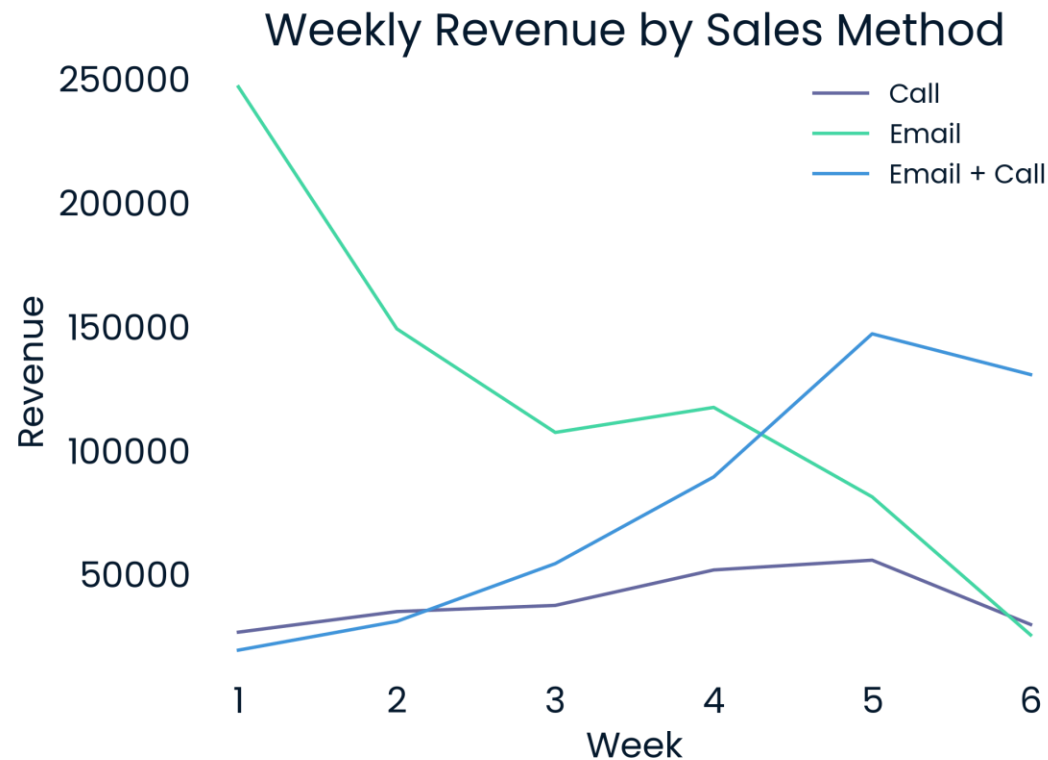
- The distribution is multimodal, with significant revenue peaks around \$40-55, \$80-95, and \$180-190.
- 50% of revenue in the range of \$53-108.

Revenue Distribution by Sales Method



- 50% of revenue is between \$88-105, \$41-53, and \$157-191 for email, call, and email + call respectively.
- The Email + Call method has the widest range and the most balanced distribution.

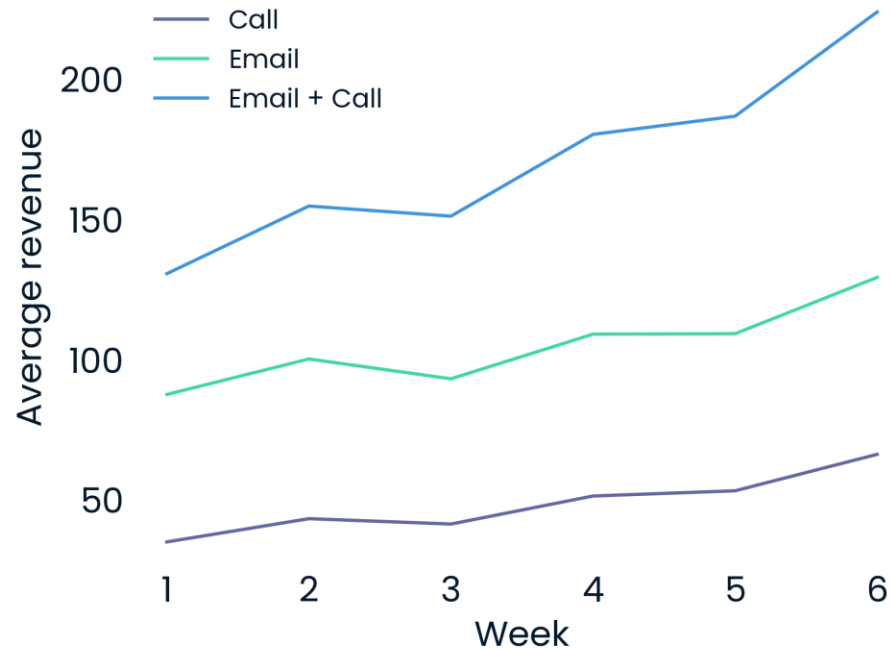
Revenue Over Time by Sales Method



- Email Only:** Rapid initial growth, then decline.
 - Call Only:** Steady performance with relatively more growth in week 4.
 - Email + Call:** Consistent growth until week 5, then decline.
- Week 6 Decline** observed across all methods. This suggests potential external factors.

Revenue Over Time by Sales Method

Average Revenue per customer across methods



1. **Email + Call:** Highest average revenue growth.
 2. **Email Only:** Good growth with fluctuation.
 3. **Call Only:** Steady but lower average revenue growth.
- **Insight:** Email + Call shows the best overall average revenue growth.

Recommendation

- **Primary Recommendation:**

- **Continue using “Email + Call” Method:** Highest average revenue and growth. Optimize for efficiency to manage team resources better.

- **Secondary Option:**

- **Switch to Email Only** (If team time is a constraint): Lower revenue's average but requires minimum resources.

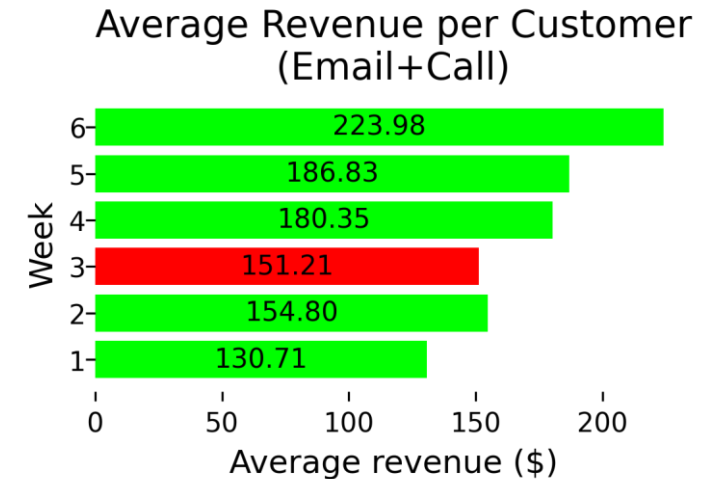
- **Further Investigation Needed:**

- Analyze decline in week 6 to understand external impacts.

Metrics for Monitoring

1. Average Revenue per Customer:

- Email Only: \$129.38
- Call Only: \$66.31
- Email + Call: \$223.98



2. Revenue Growth Rate:

- Email Only: -0.69
 - Call Only: -0.47
 - Email + Call: -0.11
- **Purpose:** To track customer value and revenue trends over time.

