Group Proposal: Eric Rodriguez, Wei Cheng Wu, Alejandro Bermudez

Problem: I am your VP of Sales and have presented you with the following question: I am looking to improve our performance in the next quarter, what suggestions do you have?

Step 1:
Identify the problem:

1. First of all, we can ask ourselves what specific steps of performance do we want to improve?

Do we wanna focus on increasing sales volume, customer retention, customer satisfaction, or a combination of all?

2. Area of improvements aside, we can take a look at what real world issues today have an impact on our performance?

This could be due to internal factors such as inefficiency of the sales process, insufficient training or perhaps external factors such as market competition or the state of the economy?

3. We can also ask, are there any clear indications of key bottlenecks in our sales process? Are there any metrics/KPIs that could specify where we are falling short of?

We can take a look at our lead to customer conversion rate, common length for our sales cycle, as well as the cost of customer acquisition.

Step 2:
Specify the Action:

We can start by identifying how key points in our sales cycle may be best for interventions. For instance, this might be where the leads are falling off in terms of sales funnels.

Who, How, Where, What?

Who:
Sales Team: The team is in charge of strategy execution, relationship building with customers, and closing leads.
Sales Managers: Manage performances and coach where necessary; make tactical adjustments appropriately.
Marketing team: This is achieved with teamwork and nurturing.
Customers: Give reports on consumer satisfaction and preferences.

How:
Use softwares to track metrics and gain data.
Consider conducting surveys, gathering feedback, and customer interviews to collect data.
Conduct internal sales team reviews and performance appraisals.

Where:
Across all customer online platforms, in-person, and social media.
Throughout the entire sales funnel, which comprises leads, closing, and after-sales.

What:
Focus on collecting data around lead source, sales cycle length, customer acquisition cost, and customer lifetime value.
The collection of data regarding customer needs, preferences, and pain points will be gathered to help further fine-tune sales approaches.

Step 3:
Identifying what we know and where we need to get our data from

We can infer that the company's performance is stagnating and we are looking to see how to improve sales with data.

Where we can get that data from
- Customer retention
- Customer satisfaction
- Sales Records
- Sales cycle length
- Customer acquisition cost
- Customer lifetime value