Sales Lead & Opportunity Scoring

Group 28

Background

- With the sales functions at Uni, BDMs have a list of workable opportunities, and they need to identify potential interests, approach and engage them, offer them the product, and take them through stages/process to come to an agreement - convert into ‘sales’
- There are three types, and we will be focusing on the last two.
  - Teaching and learning - students
  - **advancement – donors**
  - **Research engagement – industrial/research partners**

Problem Statement

- Expected outcome: a working model to generate a probability score for BDMs to allocate their resources and prioritise engagements with clients – the score in system is currently generated manually with human biased

IDEAL DATASETS / FEATURES

- **Customer profile:** client industry, past interactions/activities with Uni, frequency/historical engagement pattern, location, company position, size of company, market size (global or Australia), growth rates, customer lifetime value, new client/returning client/other connections

- **Project/product profile:** product offering (donation opportunity/research project), product/type of services or project , geography/country/states, deal size – amount seeking

- **Lead profile (opportunity profile):** lead age – days since the opportunity has been created, what activities have been conducted, status of lead in the ‘sales’ pipeline

- **BDM (seller) profile:** User interaction with systems, tenure with university, work experience, past success rates

HYPOTHESES

- It’s easier to engage the industry partner within the relevant industry as the project
- The contacts have had interactions (former graduates, former sponsors) with university in the past are more likely to be engaged
- The contacts from a number of industries have a higher chance of engagement and conversation
- The leads that close sooner are more successful
- The leads with more frequent contacts are more likely to be converted
- The past performance or experience of BDM – the longer tenure of the BDM, the higher the success rate is
- Top trending of product categories/related industry are more likely to be successful leads – there is an increase in interesting in certain topics or industry due to industry growth/ government funding, etc
- Top 20 news topics (monthly or yearly) – the trending news/topics may attract more attentions from the targeted customers/ clients, hence should be more successful leads.
- The size of the project/benefits are influential on the success rate.
- Incentives of naming Scholarships/products after the family / company names influences the success rate.

OTHER OPPORTUNITIES

In addition to generating the probability scores of the sales leads, there are other opportunities for improvements and further analysis on the dataset based on the relevant research papers (subject to availability of the data) :

- Engagement activities analysis: to identify the bottleneck and design the more most efficient engagement model that may leads to optimization of process and more personalised approach with clients. (potentially using process intelligence with ML techniques)
- Customer profiling: if the customer profiles doesn't exist today, there is an opportunity to use some data mining techniques to clustering existing clients profiles to identify the group of clients are more likely to be engaged for advancement or research projects – more personalised sales approach can be identified and other insightful information for BDMs
- Indication of delivery timeline– give more information about time/effort required to close the lead so the BDMs to prioritise their work
- If some of the data are not captured today, benefits analysis for potential use of data that helps to prioritise building/automating data pipeline. (examples are: government spending/market growth/trending topics/regulations/customer feedback)
- Clients/customer lifetime value to university for future engagement and opportunities
- Learnings from other industry survey and reports