# ~ Pens and Printers' ~

SALES METHOD REVENUE

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BOTTOM LINE:
WHICH SALES METHOD BRINGS IN THE MOST REVENUE?

➢ New product line ⟶ Which sales method will be of greatest value for efficiency + revenue?

➢ Three sales methods measured over 6 week marketing period:

  ➢ **Email** – Minimal time effort

  ➢ **Call** – Approx 30 mins

 ➢ **Email + Call** – Minimal time effort email + approx 10 min call

CONSIDERATION #1:
HOW MANY CUSTOMERS WERE USED FOR EACH APPROACH?

➢ Email – 6,921 customers

➢ Call – 4,780 customers

➢ Email + Call – 2,223 customers


Customers reached per sales method
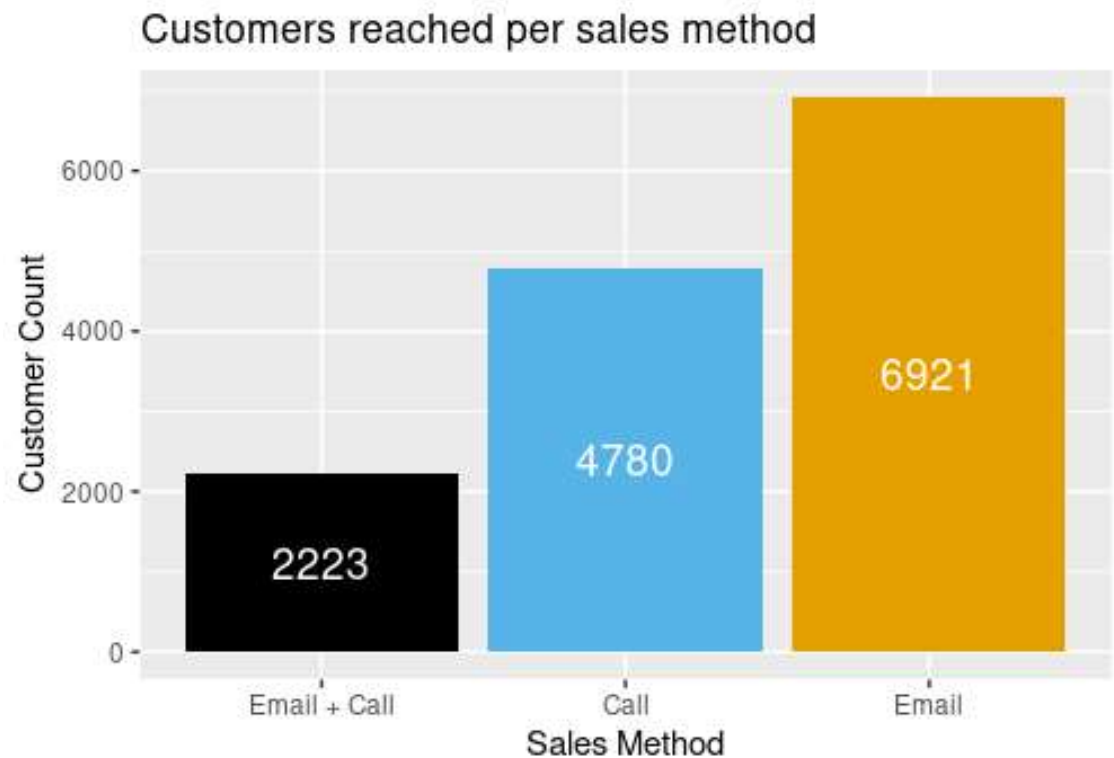
CONSIDERATION #2:
REVENUE SPREAD -- OVERALL

➢ Widest distribution of revenue comes from mid-range to low-range priced products

➢ Overall:

  ➢ 1. Peaking center: $80-$120

  ➢ 2. $30-$55

  ➢ 3. $150-$225


Overall revenue distribution
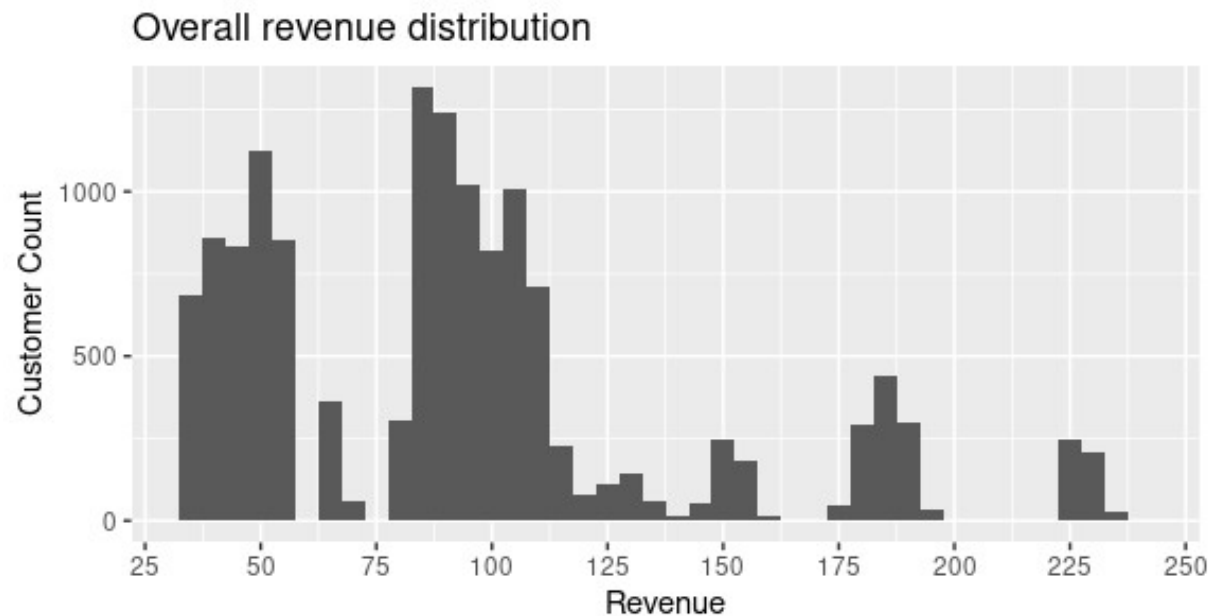
CONSIDERATION #2:
REVENUE SPREAD -- OVERALL

➤ Key questions:

➤ How does the highest range ($150-$225) compare in proportion to the others?

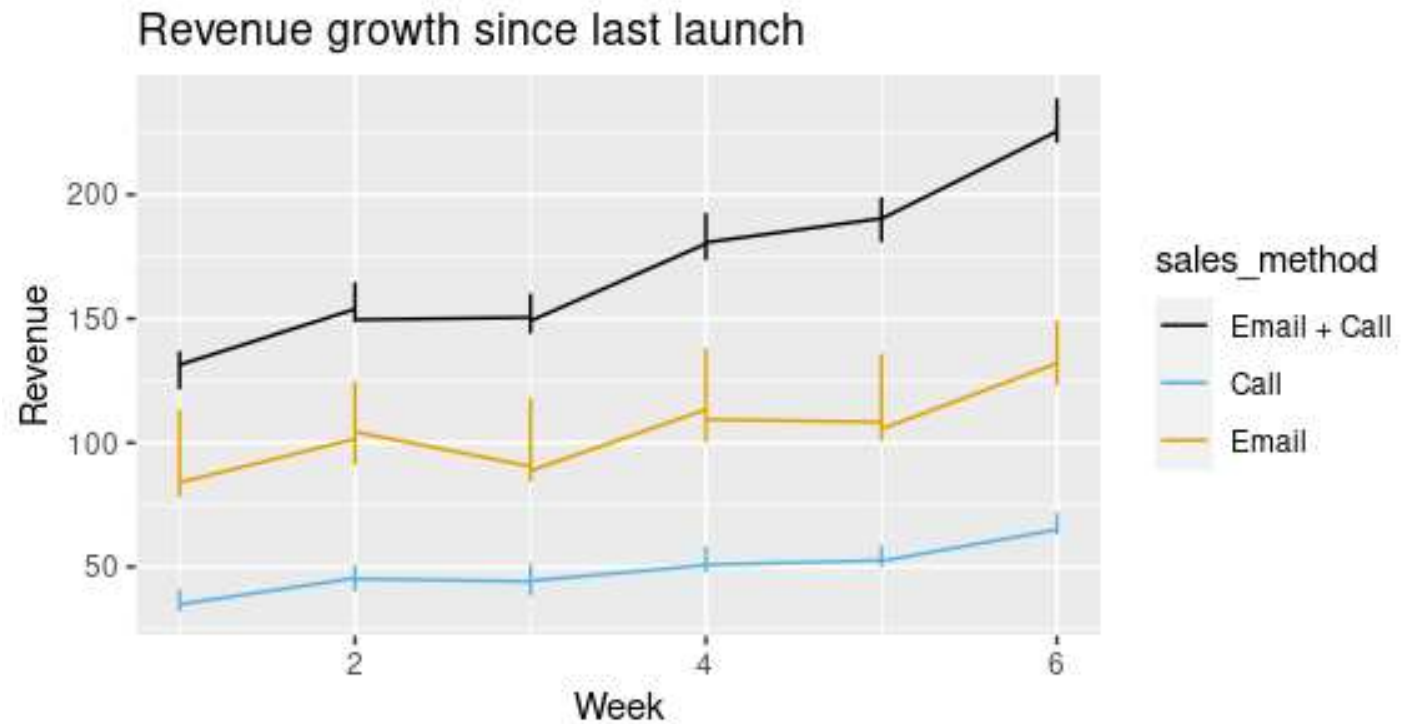➤ How does it compare specifically in the most recent 6-week marketing launch period?

Overall revenue distribution
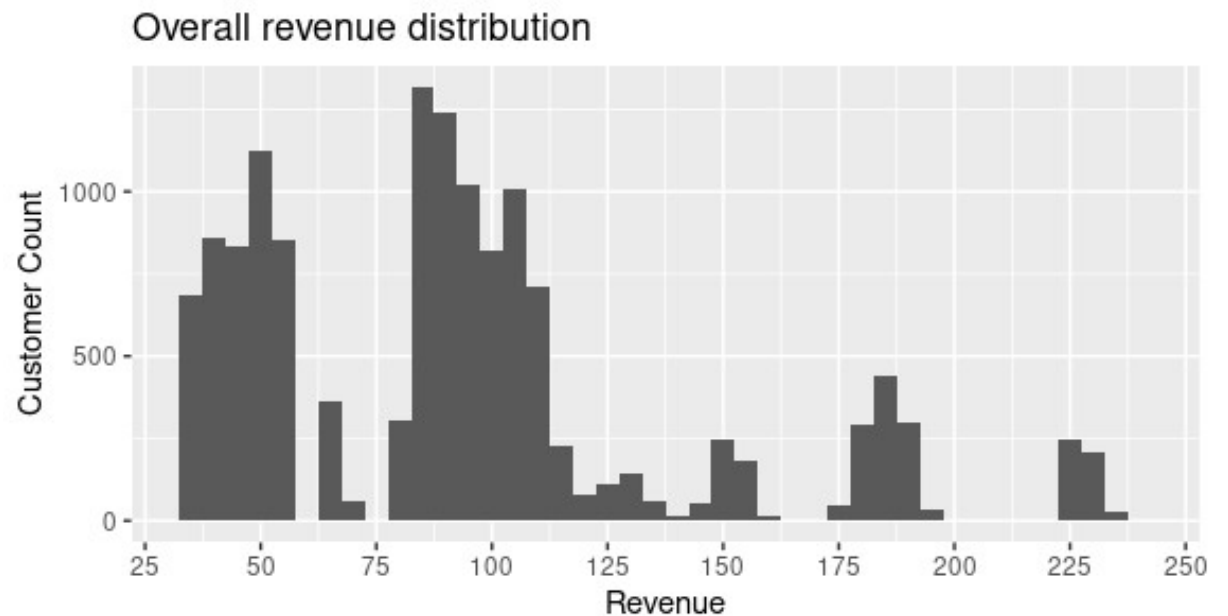
CONSIDERATION #2:
REVENUE SPREAD – PER METHOD

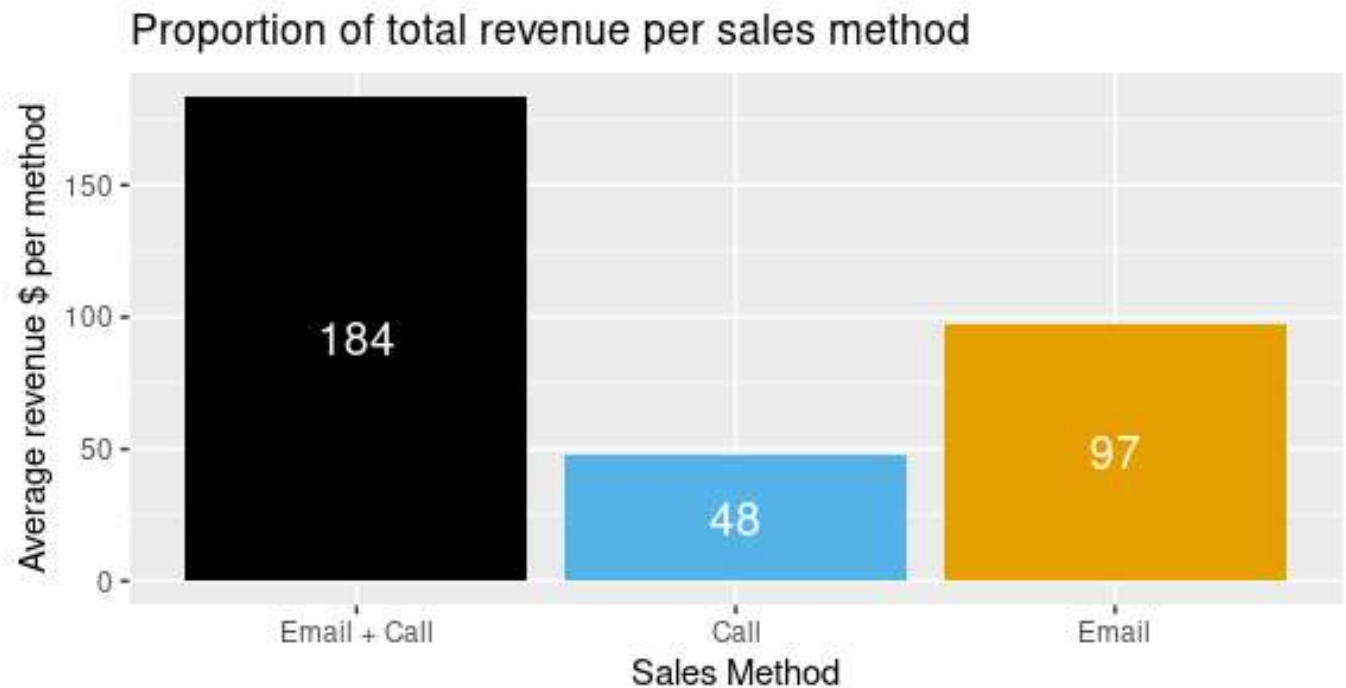- Email – 51.4% (1)

- Email + Call 31.2% (2)

- Call – 17.4% (3)

Distribution per approach
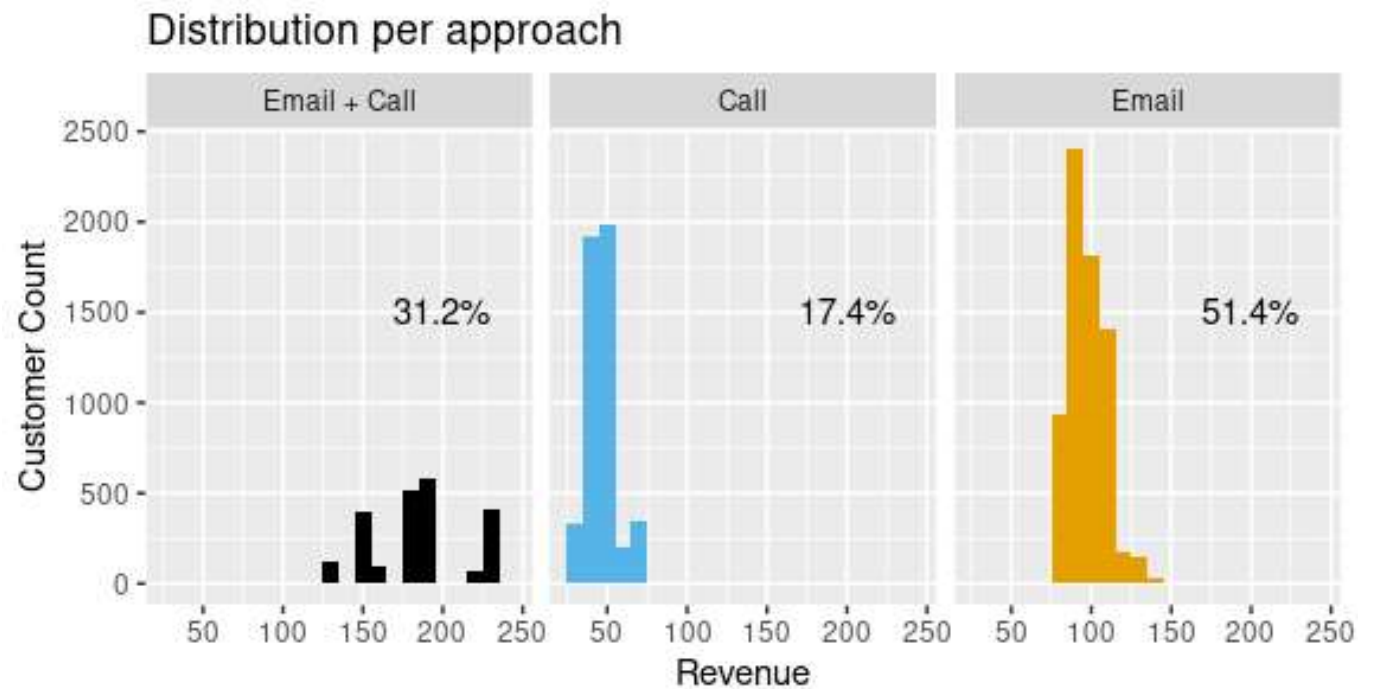
➤ Over 6 week period

   since last launch

➤ Email + Call - (1)

➤ Email - (2)

➤ Call - (3)

Revenue growth since last launch

CONSIDERATION #4:
PROPORTION OF REVENUE PER SALES METHOD

➢ Call → $48

➢ Email → $97

➢ Email + Call → $184
  ➢ Approx 2x Email
  ➢ Approx 4x Call

Proportion of total revenue per sales method

CONCLUSION:
WHICH METHOD SHOULD BE UTILIZED GOING FORWARD?

1. <u>Remove Call</u> as sales method
   - Free up time resources

2. Focus on <u>Email + Call</u>
   - Emails to the max
   - Follow up with calls as doable
     - Ex: Separate team delegation or all-in-one team

3. During next 6 week marketing period:
   - Continue to measure average revenue per sales method
   - Consider focusing only on Email + Call