

ASSIGNMENT GUIDELINES

- Make the changes in the PPT as you solve the parts
- This file contains the template for all the parts of the project.
- Check the instructions added in the note section of every slide for clarity.
- Don't move around any image or text box
- If you require more/lesser elements, be careful when you copy/delete the existing ones.

ASSIGNMENT

Name: Manish Shah.

Problem Statement

The sales pipeline conversion percentage at TechnoServe (a tech SaaS startup) has dropped from 35% at the end of last fiscal (FY 2017-18) to 25% at present.

Assignment Objective

Understand the problem, come up with a hypothesis for low conversions faced by TechnoServe, and analyse the dataset provided to arrive at possible solutions to increase it.

PART I : 1. Understanding the Problem

Sales Pipeline Conversion at a SaaS Startup

Who?

TechnoServe (A tech SAAS startup) has a problem of 10% loss in sales pipeline conversion rate

What?

Sales Pipeline conversion has dropped from 35% to 25%.

When?

Fiscal Year (2017 – 2018)

Where?

Among the clients in the industry basically from Delhi, Mumbai and Bangalore

How?

The sales velocity ration is very low and proper attention is not given for marketing. The leads are generated but not converted to business. Which result in loss of 10%.

PART I : 2. Understanding the Problem

Sales Pipeline Conversion at a SaaS Startup

Situation

How many sales are handled by the company during the fiscal year?

What is the strength of the sales team?

Which marketing strategy mostly focused by the team?

How long it take to convert the lead into sales?

Does regular follow-up taken?

Which type of Co. size placed most orders?

Problem

Do you think that team is skilled enough to handle the sales?

Is there optimal distribution of different channels used for marketing among the team?

Does team have proper communication and understanding within and outside the co. and also among themselves?

Is there coordination among the marketing team and sales team as both are interdependent?

Implication

How does the problem impact company's financial situation?

Does the problem impacts the market share of the company?

Is there revenue loss,? if so how will it impact your future goals?

Will it increase the number of unsatisfied clients?

Should it affect the sales of services you provided?

Should it required to discontinue any of the service provided by you?

Need-Payoff

How does excess revenue helps in financial planning (additional revenue)

Will it optimize the distribution of resources in the co. (lower cost)

Will it increase the efficiency of the employee?

Will it generate extra clients to the company?

Will it expand the business of the company in different territory?

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Framework Used

SPIN framework is used

Reason for using the selected framework

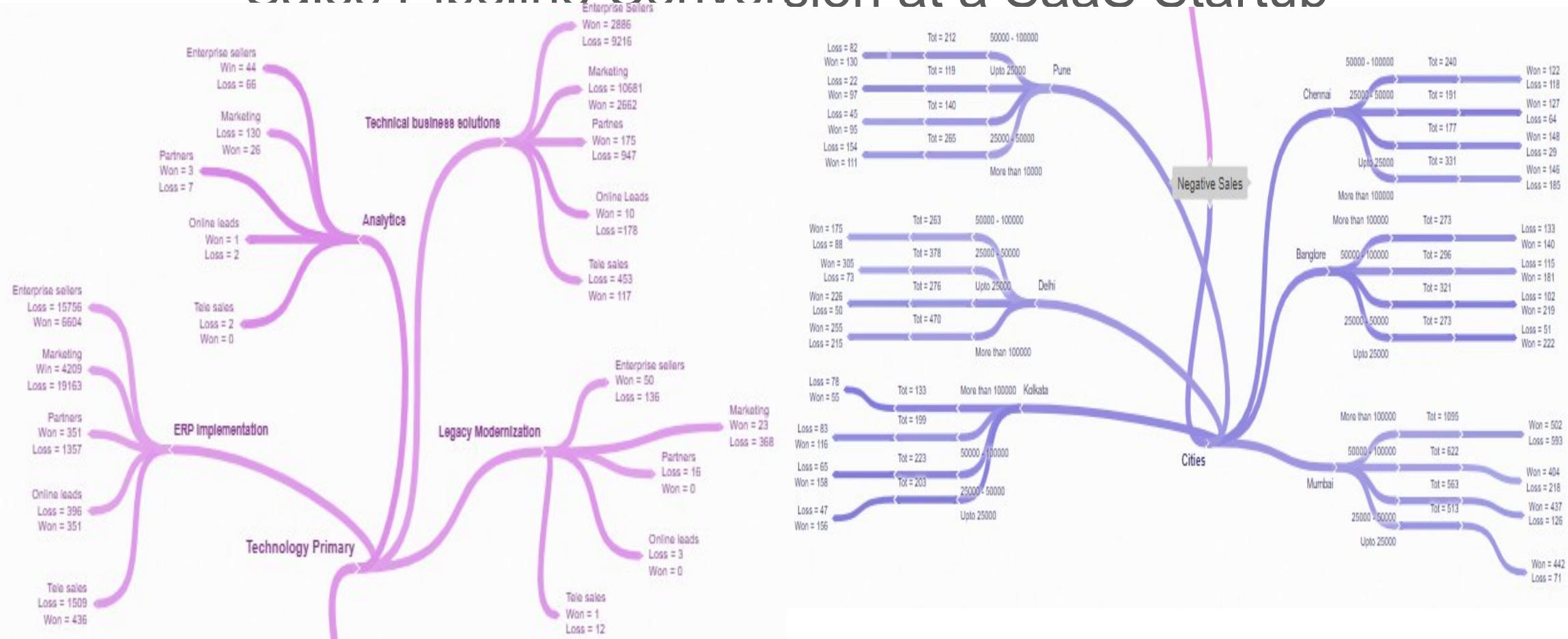
Strongly used to success in Smaller as well as large scale enterprises also used more in calls that fails to convert the leads.

How you have used the framework here

Yes.

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup



PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 1

Branch one is showing Types of services

Branch 2

Branch two showing the name of cities

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 3

Name of Technical Services

Branch 4

Name of Cities

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 5

Showing the Service Product “Legacy Modernization”

Branch 6

Showing the Service product “Technical Business solution”

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 7

Showing service product “Analytics”

Branch 8

Showing service product “ERP Implementation”

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 9

Showing Location “Chennai” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

Branch 10

Showing Location “Bangalore” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 11

Showing Location “Mumbai” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

Branch 12

Showing Location “Pune” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 13

Showing Location “Delhi” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

Branch 14

Showing Location “Kolkata” which is further splits into last year clients business which again splits into Total opportunity and after that it shows the opportunity won and loss

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable

The different types of variable which I used is types of service provided, B2B Sales medium, city wise business distribution, last year business from clients, opportunity status(Win or Loss).

Insights if any

By using this variables I found that the more call we made to the customer the more chances are there of converting the leads to sales. The area which we basically focus on is “sales stage iteration” and “sales velocity” and that to with the “Marketing” branch, the frequent it is the more chances of converting the leads into cell. I also found out that we are getting more business from cities like “Pune” and “Mumbai” and “Delhi” which shows that there is less competition in that area as they are not IT hubs compare to “Bangalore” and “Chennai” where business is steep.

Pattern of Insight

The pattern which I found is that we should focus on large enterprises having clients revenue between more than 1M after that between 100K to 500K along with the employee base. In shorth the more the clients revenue and its employee size the more chances to convert the lead into productive sales.

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

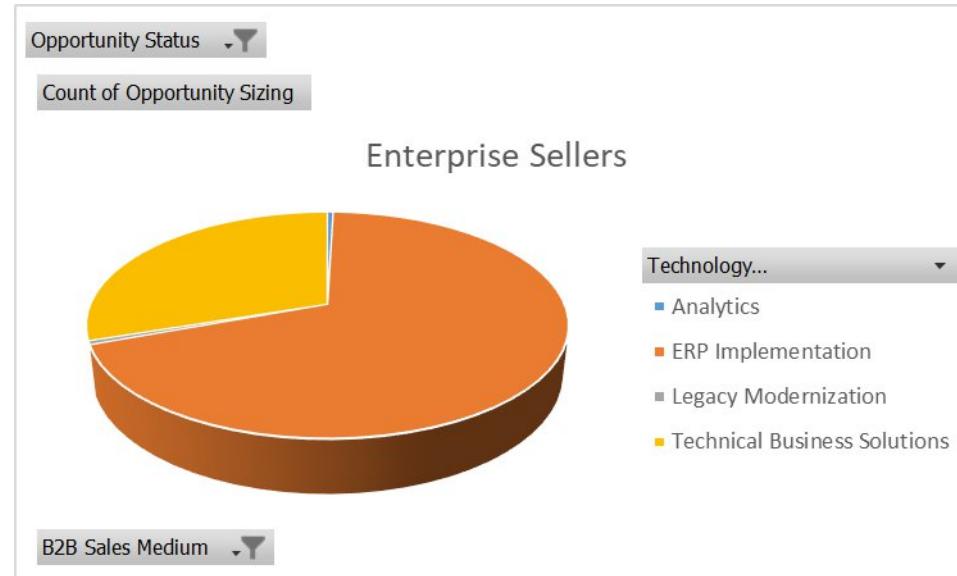
We should consider the variables such as opportunity status, opportunity sizing, clients revenue, employee size and B2B business solution

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

By using the variable Business from clients last year I figure out that there is no business from the clients whose revenue is less and employee size is also low.

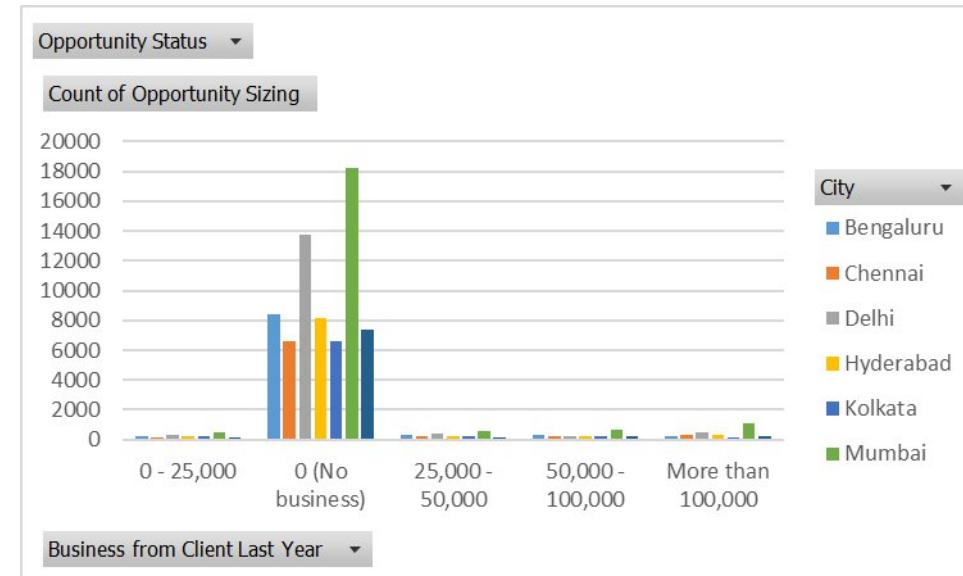


PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

Count of Business

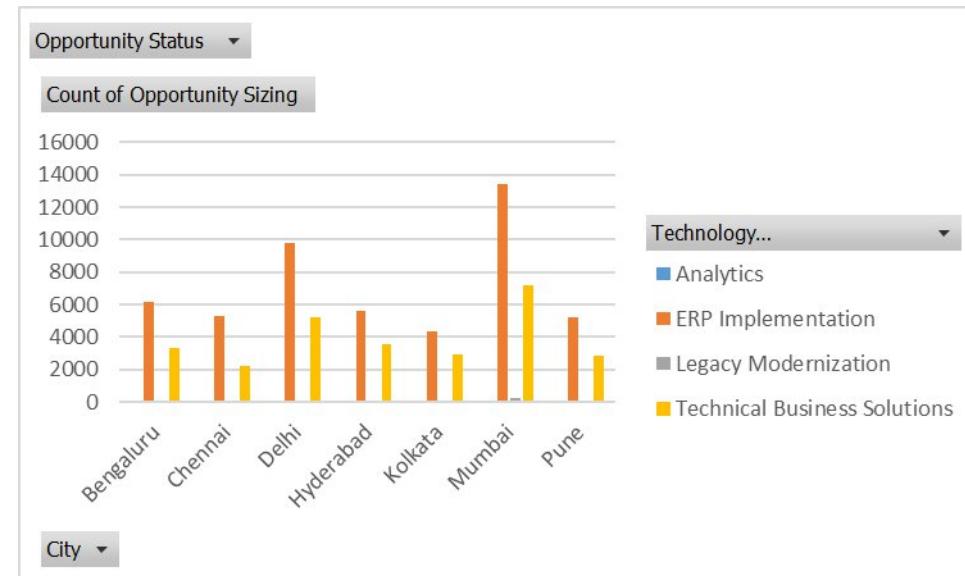


PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

City wise sales

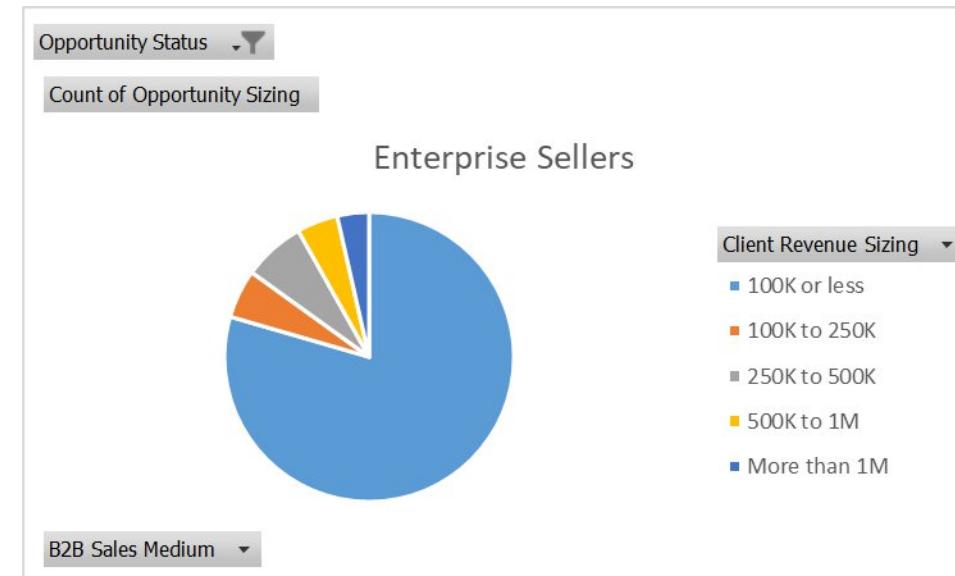


PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration:

Client Revenue Sizing



PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Recommendations

B2B Sales
Opportunity status

Corresponding Insights

B2B sales helps us to understand which channel is more productive in achieving our target and opportunity status shows us what should be done to win more clients.

PART III B : Presenting Findings

Sales Pipeline Conversion at a SaaS Startup

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