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Catalyzing your Next Sale

SALES INNOVATION EXPO

HOW TO
Beat your Sales Quota
for the year

Agenda

- The landscape
- Biggest Obstacles to achieving sales quota – focus of this presentation on Bad Leads & Not having engaging conversations
- Lead life and how it affects measurement/performance
- Lead processing costs in time and budget
- Bad Leads negatively impacting revenue generation
- How successful companies deal with leads
- Is your sales team communicating with Prospects?

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Today's Revenue Generation Landscape:
Increased digital marketing spend; Missed revenue goals

$32B
Industry spend on marketing Automation/CRM in 2019

78%
Consumers un-subscribed from brand emails

54%
Of sales reps Won't meet quota

Leads/conversion
#1
Marketing priority

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"Improving the quality of leads generated is a top priority for 77% marketing influencers, ahead of all other lead generation goals."

Source: Survey by Ascend2
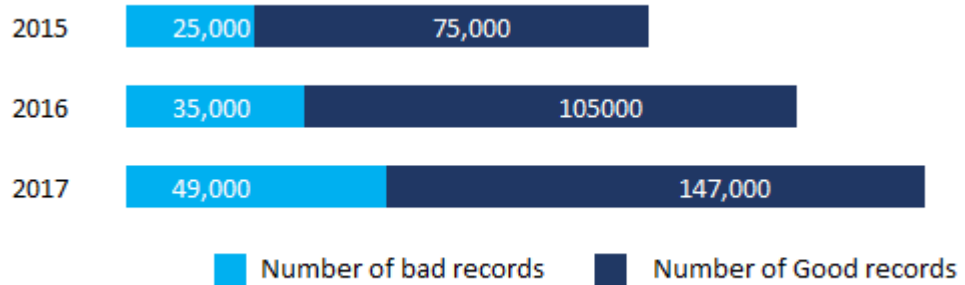
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What is Data Quality?

- **Incomplete** – Leads that lack enough data to be marketable/actionable
- **Duplicates** – Separate leads on the same individual/contact
- **Unstandardized leads** – Leads that contain valid, complete info, but whose field formatting is at odds with your marketing automation or CRM instance and, thus, rendered unmarketable
- **Integrity** - how accurate the relationships between data elements and data sets are
- **Accuracy** - whether the data accurately describes the properties of the object it is meant to model
- **Relevance** - whether or not the data is appropriate to support the objective
- **Non-compliant** – Leads that were generated in a manner adverse to regional laws and regulations, and are subject to penalties

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Cost of Bad Data

- On average Corporate data grows 40% per year
- Approximately 25% of Average database is dirty

Year	Number of bad records	Number of Good records
2015	25,000	75,000
2016	35,000	105000
2017	49,000	147,000

The cost of bad data ranges from $50 to $100; using $50 per bad record, look at the astronomical costs of bad data

Cost of Bad Records

Year	Cost
2015	$1,250,000
2016	$1,750,000
2017	$2,450,000

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Consequences of Bad Data

- Obstructing the prospect/customer experience
- Hindering marketing efficiency
- Reducing the reliability of measurement and analytics
- Preventing marketing & sales teams and businesses from hitting revenue goals
- Driving up database usage fees
- Decreasing team moral and harming interdepartmental relationships
- Opening the door to costly legal fines and fees

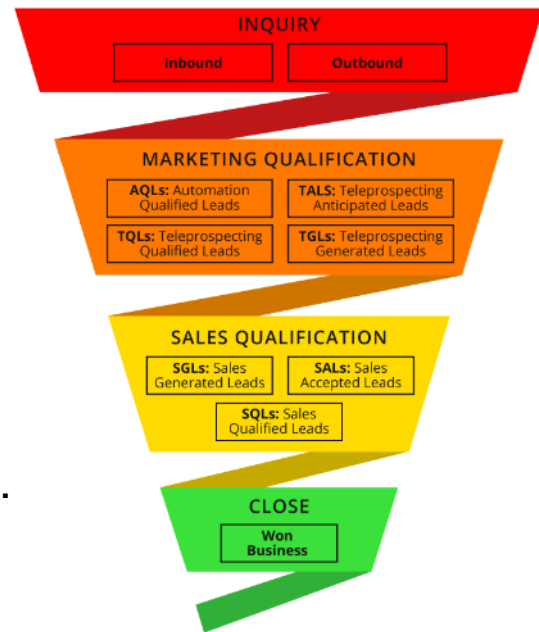Nexsales

How to eliminate bad leads

- Identify your specific lead quality problems
- Develop a lead quality support strategy
- Ensure you have lead quality checks in place
- Cleanse/Append your database employing high quality vendors
- Know your campaign objectives and focus on highly relevant and accurate data
- Source from few reliable, relevant data vendors

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Your Demand Generation Pipeline

- Inbound
  - Web
  - Email
  - Content Downloading
  - Events
  - Partners/Channels
- Outbound
  - Phone out reach – Surveys, Appointments, Demos.
  - Events drive
  - Renewals

70%
B2B Hi-tech Companies now have Inside Sales Org.

VoiceReach™ Powered B2B Demand Generation

INQUIRY
Inbound | Outbound

MARKETING QUALIFICATION
AQLs: Automation Qualified Leads | TALS: Teleprospecting Anticipated Leads
TQLs: Teleprospecting Qualified Leads | TGLs: Teleprospecting Generated Leads

SALES QUALIFICATION
SGLs: Sales Generated Leads | SALs: Sales Accepted Leads
SQLs: Sales Qualified Leads

CLOSE
Won Business

Insufficient leads from Inbound drives need for Outbound

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The #1 Challenge for Inside Sales

On average 70 dials per sales rep
only 4 to 6 conversations achieved

Daily

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Digital era demands better dialing solutions

Auto Dialers
Maximizing Dials & Efficiency

Cloud-based Dialers
Introduced SaaS & Data integration

Cloud-based Agent Assist Dialers
Conversations bypassing IVRs & VMs

Serial Dialing

Parallel Dialing

Conversations matter

AVAYA

is. insidesales.com

ConnectAndSell
Virtual Sales Force

CISCO

Five9

CONNECT™
LEADER

Aspect™

NEWVOICEMEDIA

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Sales Quota - Know your Numbers

Sales Quota & Resourcing Your SDR Team

How many prospects do you need to engage?		
	Annual sales goal from new customers	$2,000,000
	Value of average sale	$25,000
	Number of new sales needed	80
	Close Ratio	6%
	Number of new opportunities needed	1,333
	Conversations required per opportunity	5
	Total conversations required	6,667
	Calls required to engage one conversation	5
	Total calls required to generate required opportunities	33,333

Your Revenue Forecast with current SDR Team		
	# of SDRs you currently have	3
	Working days per year	247
	# of hours worked per day	8
	Avg. # of dials per day per SDR	50
	Avg. # of Conversations per day per SDR	6
	Annual # of Dials possible with current team	37,050
	Annual # of Conversations current team can achieve	4,446
	New Opportunities Generated	889
	Annual # of New Sales Deals Generated by SDR	53
	Total Annual Revenue Generated by current SDR Team	1,333,800
	Likely Revenue Variance for the year	-666,200

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Sales Quota - Know your Numbers

Sizing Your Sales Team		
	Total # of new deals required to achieve sales quota	80
	# of Conversations possible with current SDR team	53
	Shortfall in # of deals required	-27
	# of SDRs needed to achieve sales quota	4.5
	# of new SDRs you need to hire	2.0
Budgeting for your Sales Development Team		
Sales Compensation and Overhead	**Average sales person salary**	$60,000
	Add percentage for overhead, taxes, software	40%
	Fully loaded cost of SDR	$84,000
	Total annual cost for entire SDR Team	$420,000
	# of contacts required	8,333
	Cost per prospect contact	$1.00
	Cost of acquiring data	$8,333
	Annual Sales Enablement Tool (dialer etc.) Cost per SDR	$2,000
	Total Sales Enablement Tool cost for entire dept.	$10,000
	Total SDR Dept. Cost	$438,333
	Revenue per SDR	$444,600
	Cost Per Dial	$13.2
	Cost per Conversation	$65.75
	Cost per Deal Closed	$5,479.17

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Summary

- Marketing and sales alignment
- Start with numbers – what you need to achieve your annual goals
- Focus on Quality of Data
  - Highly relevant and accurate data
- Use of most advanced dialing technology
- Sales is both a science and an art

- Best of luck!

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