ASSIGNMENT GUIDELINES

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- 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: MUKUL KUSHWAHA

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

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Who?	What?	When?	Where?	How?
TechnoServe (SaaS provider)	Declining conversion of potential customers into clients.	Conversion rate dropped in FY 2018-19 as compared to FY 2017-18.	Among the potential customer of the company.	Marketing and sales issue.

PART I : 2. Understanding the Problem

Sales Pipeline Conversion at a SaaS Startup

Situation	Problem	Implication	Need-Payoff
1.What are the channels we are using to generate leads? 2.What are market expectations? 3.What is the budget similar companies on marketing?	1. Why is conversion being low? 2. Is there anything u want to suggest about this problem? 3. Why are cutting the cost on marketing?	1. What is the impact of this on business? 2. Does this decrease your overall revenue? 3. Are existing clients are also moving out because of this?	1. What is the profit generated if we solve this problem? 2. How would it help if we increase the budget on marketing? 3.What if do not use Social marketing?

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

Framework Used

I have used 4Ps framework

Reason for using the selected framework

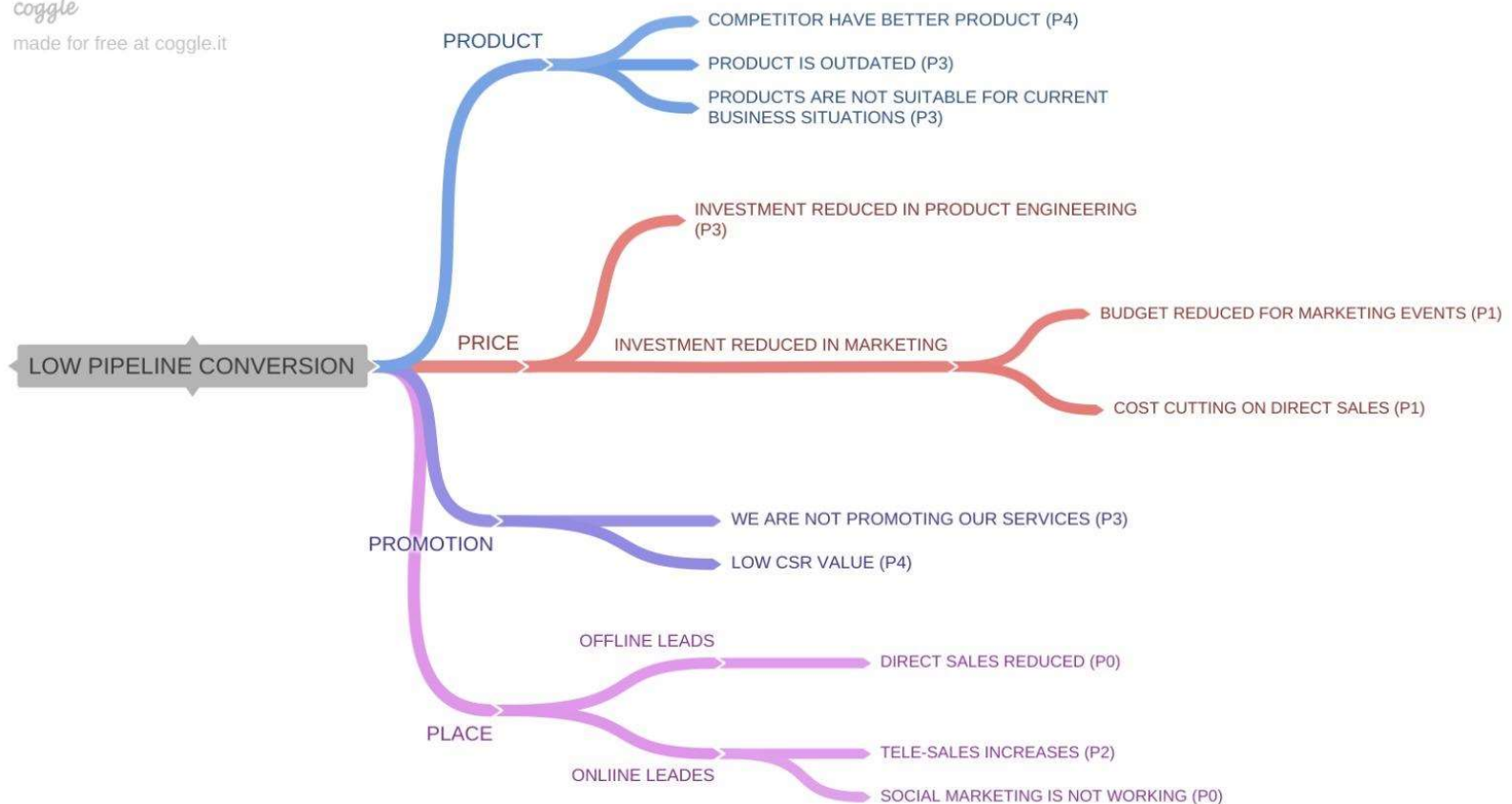4Ps framework works week for a marketing problem.

How you have used the framework here

I have generated different hypothesis in context of 4 Ps of this framework and keep branching it using coggle.

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

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LOW PIPELINE CONVERSION

PRODUCT
- COMPETITOR HAVE BETTER PRODUCT (P4)
- PRODUCT IS OUTDATED (P3)
- PRODUCTS ARE NOT SUITABLE FOR CURRENT BUSINESS SITUATIONS (P3)

PRICE
- INVESTMENT REDUCED IN PRODUCT ENGINEERING (P3)
- INVESTMENT REDUCED IN MARKETING
  - BUDGET REDUCED FOR MARKETING EVENTS (P1)
  - COST CUTTING ON DIRECT SALES (P1)

PROMOTION
- WE ARE NOT PROMOTING OUR SERVICES (P3)
- LOW CSR VALUE (P4)

PLACE
- OFFLINE LEADS
  - DIRECT SALES REDUCED (P0)
- ONLIINE LEADES
  - TELE-SALES INCREASES (P2)
  - SOCIAL MARKETING IS NOT WORKING (P0)

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PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

Branch 1

Product-Competitor have better product
 it can be a possible reason that client are not accepting the services , but we don't have any data and info for this branch hence it marked as less priority.

Branch 2

Product-Product is outdated
 According to the 5whys , it is told that product is outdated , but it is also shared that the product is suitable for next 3 years according to the needs. So given priority P3.

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

Branch 3

Product-Product is not suitable for current business situations

According to 5 whys, all market surveys indicated that current product offering is optimal , so given priority is P3

Branch 4

Price-Investment reduced in product engineering

According to the 5whys, it is shared that the product is suitable for next 3 years according to the needs. So given priority P3.

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

Branch 5

Price-Investment reduced in marketing-Budget reduces for marketing events.

According to 5 whys, marketing events reduced due to lower budgets. Priority given P1

Branch 6

Price-Investment reduced in marketing-Cot cutting in direct sales.

According to 5 whys, direct sales reduced due to cost cutting. Priority given P1
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Branch 7

Promotion-We are not promoting our services

We don't have any data on the hypothesis so the giving it the least priority.

Branch 8

Promotion-Low CSR value

We don't have any data on the hypothesis so the giving it the least priority.

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Branch 9

Place-offline leads-direct sales reduced

According to 5 whys, direct sales reduced as compared to tele-sales given priority P0

Branch 10

Place-online leads-tele sales increased

According to 5 whys, tele sales increased which is a positive sign , hence given priority P2

PART II : Formulating Hypotheses
Sales Pipeline Conversion at a SaaS Startup

Branch 11

Place-online leads-Social marketing is not working
According to 5 whys, for B2B tech ales social channels are not very affective, hence priority given is P0

PART III A : Generating Insights
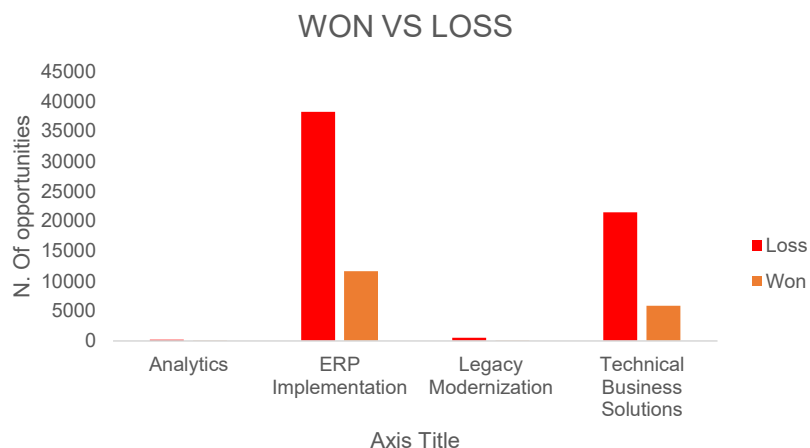## Sales Pipeline Conversion at a SaaS Startup

Variable	Insights if any	Pattern of Insight
1.Technology primary	1. ERP Implementation has the maximum number of won and the conversation rate is the highest for analytics.	1.Surprising Extreme
2.B2B Sales medium	2. Online leads are having the lowest conversion rate and number of opportunities are less for partners and tele sales.	2.Significant outlier and abnormal distribution
3.Client revenue sizing	3.We have less percentage of conversions for revenue sizing of more than 1M in comparison to others.	3. Surprising comparison
4.Opportunity sizing	4.We have a greater number of opportunities in size group of 0 to 50k.	4. Abnormal distribution.
5.Business from client last year.	5.The ERP implementation have maximum number of won opportunities with 0 business from client las year	5. Significant outlier

PART III A : Generating Insights
Sales Pipeline Conversion at a SaaS Startup

Variable under consideration: Technology primary

ERP Implementation has the maximum number of won and the conversation rate is the highest for analytics.
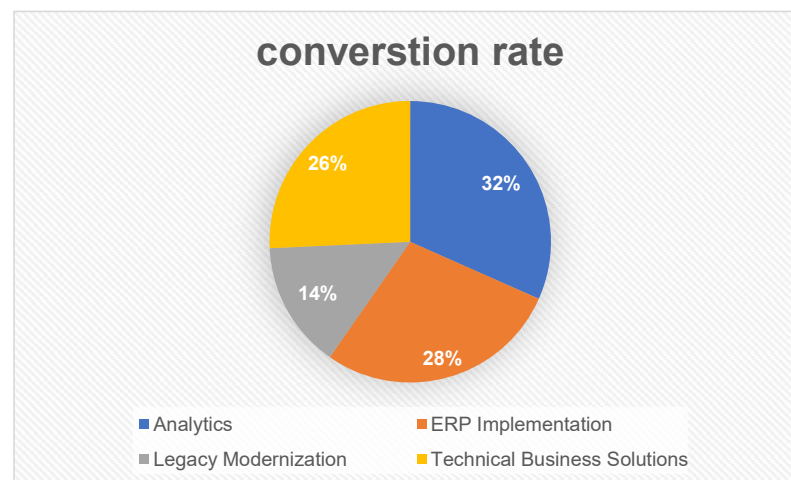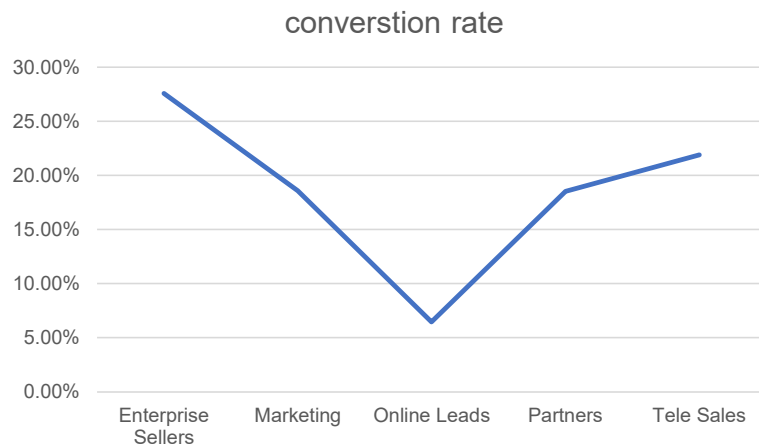
PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration: B2B Sales medium

Online leads are having the lowest conversion rate and number of opportunities are less for partners and tele sales.
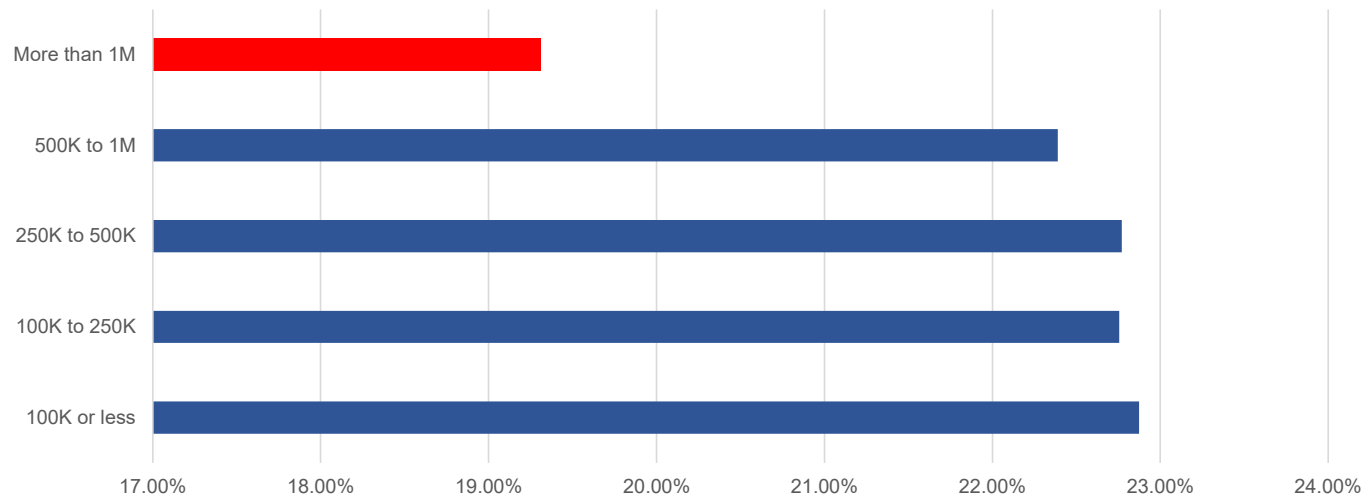
PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration: Client revenue sizing

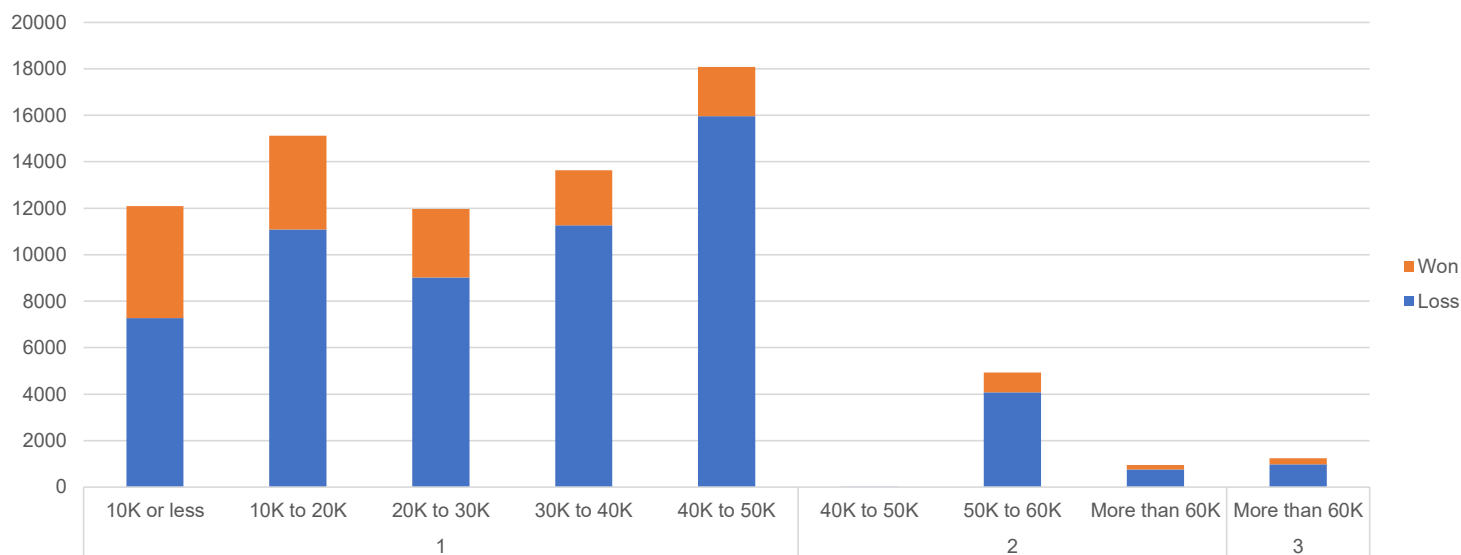We have less percentage of conversions for revenue sizing of more than 1M in comparison to others.

Sales Pipeline Conversion at a SaaS Startup

Variable under consideration: Opportunity sizing

We have a greater number of opportunities in size group of 0 to 50k. The opportunity size is divided into 3 groups.
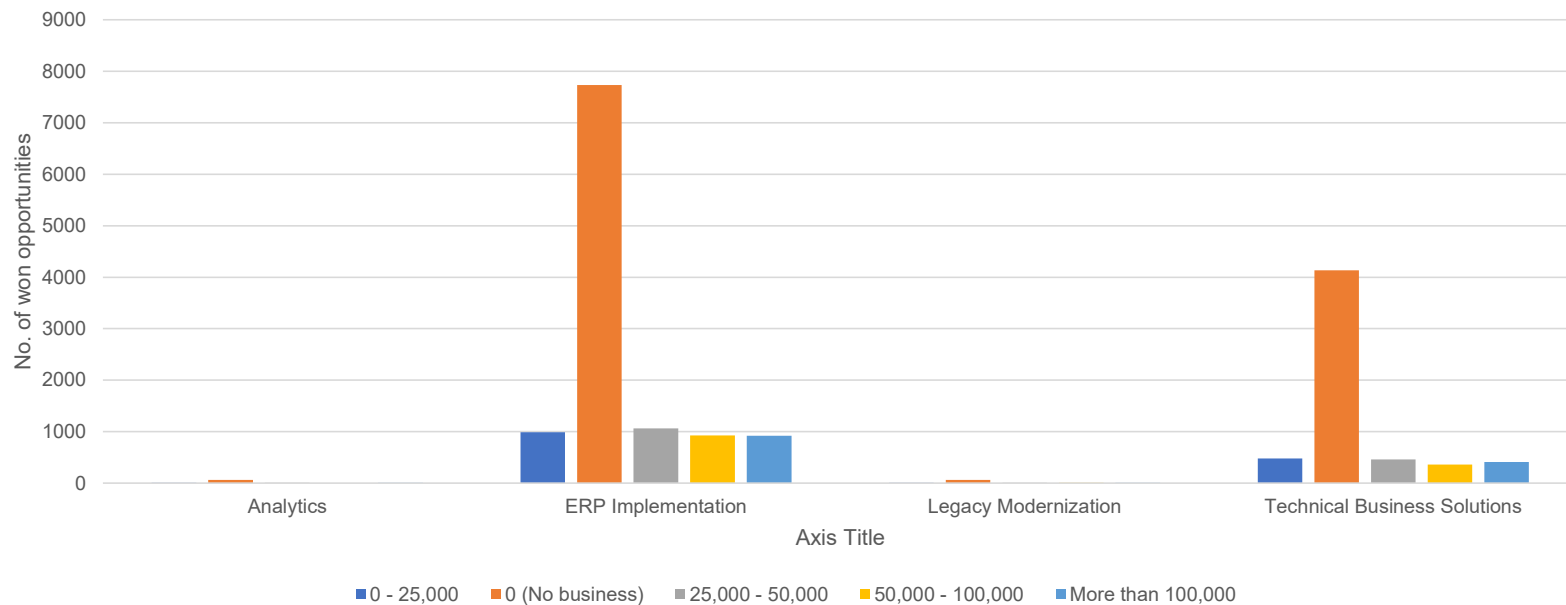
PART III A : Generating Insights
Sales Pipeline Conversion at a SaaS Startup

Variable under consideration: Business from client last year.

The ERP implementation have maximum number of won opportunities with 0 business from client last year

Legend: ■ 0 - 25,000   ■ 0 (No business)   ■ 25,000 - 50,000   ■ 50,000 - 100,000   ■ More than 100,000

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup
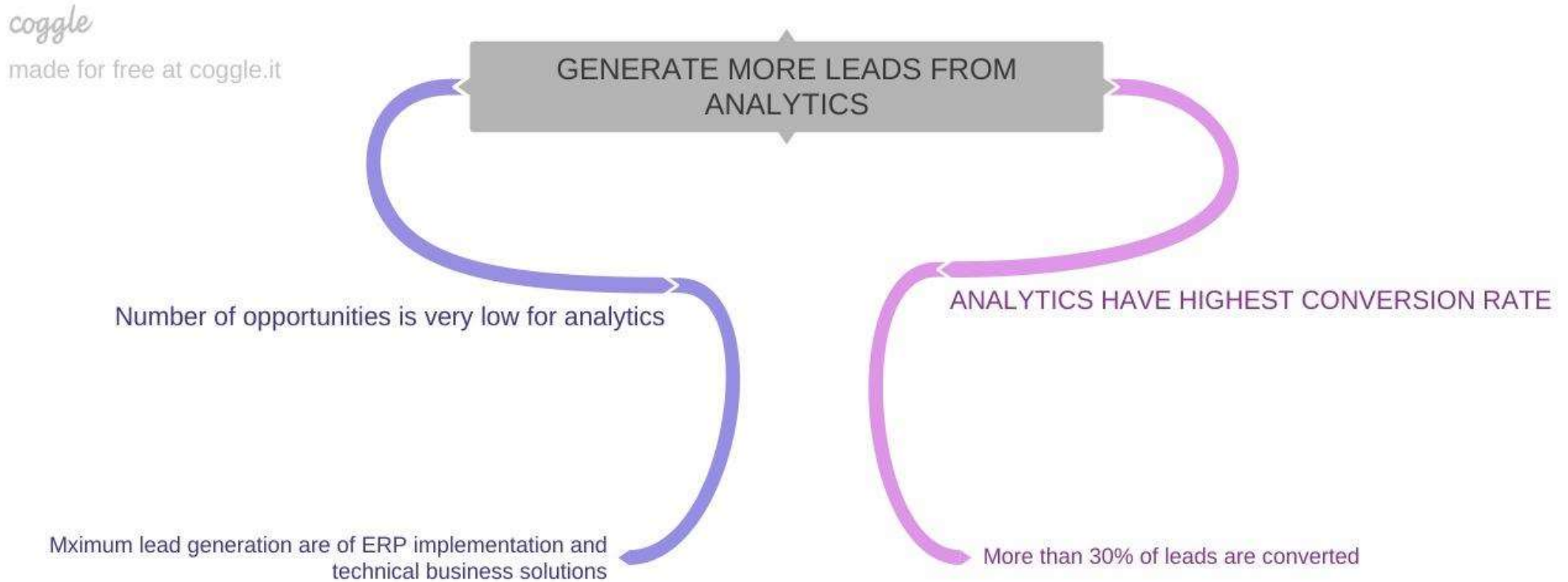
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Recommendations

1.We should be focusing more on generating leads for analytics as the conversion rate is highest & we should we giving training to sales team so they can convert more leads for ERP Implementation.

2.We should be emphasizing more on generating opportunities on tele sales and partner sale as they have a good conversion rate , we should not be focusing on online leads generation.

3.We should be focusing on Opportunity sizing that are more than 50k as they are less in numbers and can generate greater revenue.

Corresponding Insights

1. ERP Implementation has the maximum number of won and the conversation rate is the highest for analytics.

2. Online leads are having the lowest conversion rate and number of opportunities are less for partners and tele sales.

3. We have a greater number of opportunities in size group of 0 to 50k. The opportunity size is divided into 3 groups

Sales Pipeline Conversion at a SaaS Startup

PART III B : Presenting Findings
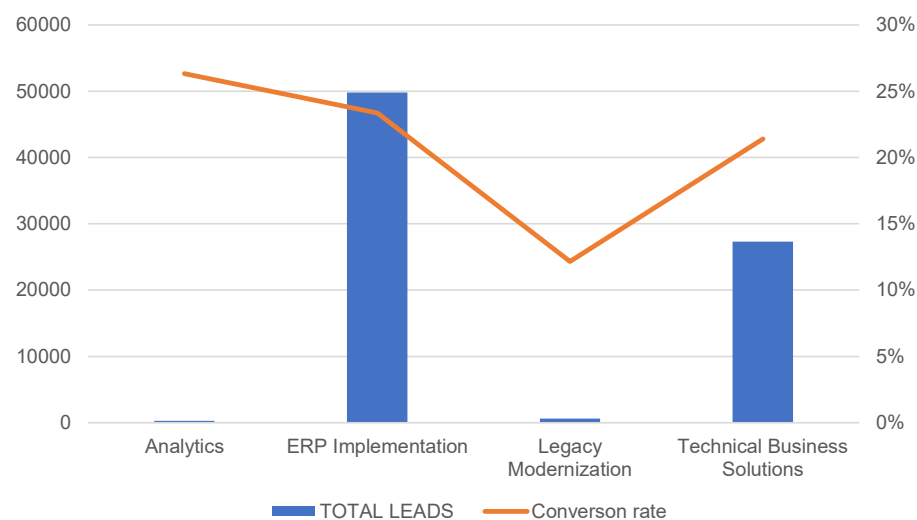
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Less focus on online sale and more on tele sales and partner sales

tele sales and partner sales have very less no. of opportunities

tele and partner sales are having more than 17% of conversion rate

onlines sales shares the least no. of opportunities

online leads have less than 7 % of conversion rate