

Prepared for: Dialsource

Prepared by: Michael Farber

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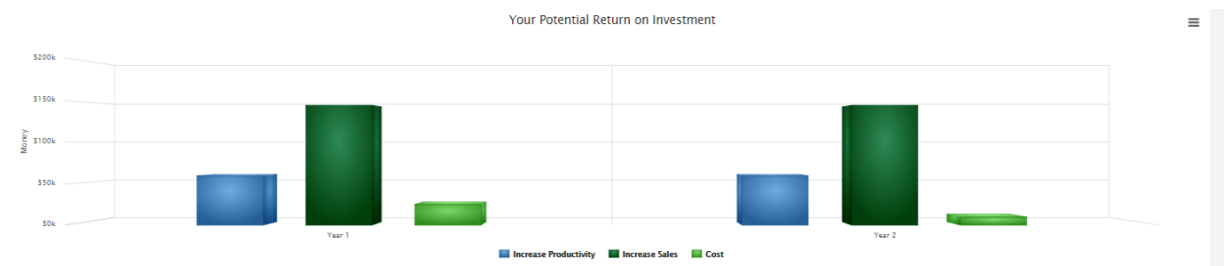
[Link to the ROI](#)

Executive Summary

DialSource Denali, empowers sales and service reps to drive conversations with actionable intelligence and limitless automation. With the use of DialSource Denali, over the next 2 years, your organization can realize a total return on investment of:

\$808,461.54

ROI Statistics	
Return on Investment	ROI1



	Year 1	Year 2	Total
Increase Sales	\$60,000	\$50,000	\$1,038,461.54
Cost	(\$110,000)	(\$60,000)	(\$170,000)
Total	\$236,153.85	\$286,153.85	\$808,461.54

Increased Productivity

Besides eliminating tedious follow-up tasks and easily providing customer information, DialSource Denali equips your team for increased sales conversions. Call recordings turn into learning opportunities, and coaching occurs in real-time while on a call with potential customers.

With customizable live dashboards and your integrated CRM data, you can see where you're doing well and where you need to improve. Both managers and reps will be able to spend more time on what matters most: improving your sales strategy and talking to customers.

9,000 hours / 225 weeks of time saved by automating post call activities

*The average sales rep spends
64% of their time on non-sales
related activities*

*DialSource Denali's limitless
automation can complete 99%
of post-call actions with one
click, allowing your reps to
consolidate a day's worth of
tasks into just one hour.*

Number of reps	50
Annual dials across team	360,000
Minutes to log each post call activity	3
Annual hours spent logging data	18,000
Reduction in post call activities	50%

Increased Sales

Eliminating non revenue generating activities from your reps day will allow them to have more meaningful conversations. Thus increasing leads and driving more revenue.

\$1,038,461.54

Reducing post call activities by 50% will give you an additional -- 225 weeks of selling time!

Increase in meetings set	A23
Increase in qualified opportunities	A24
Current win rate	A25
Additional opportunities won	A26
Average deal value	A27
Conservative factor applied	0%

"We have increased our efficiency 5 to 10 fold what we had before on our outbound efforts and we've seen immediate ROI"

-- Phillip Horn, VP Ticket Sales and Services - Sacramento Kings