PENS AND PRINTERS

SALES STRATEGY

By: Islam Elsafy

PROJECT
OVERVIEW

1 OBJECTIVE
ASSESS PERFORMANCE OF DIFFERENT SALES STRATEGIES FOR NEW PRODUCT LINE.

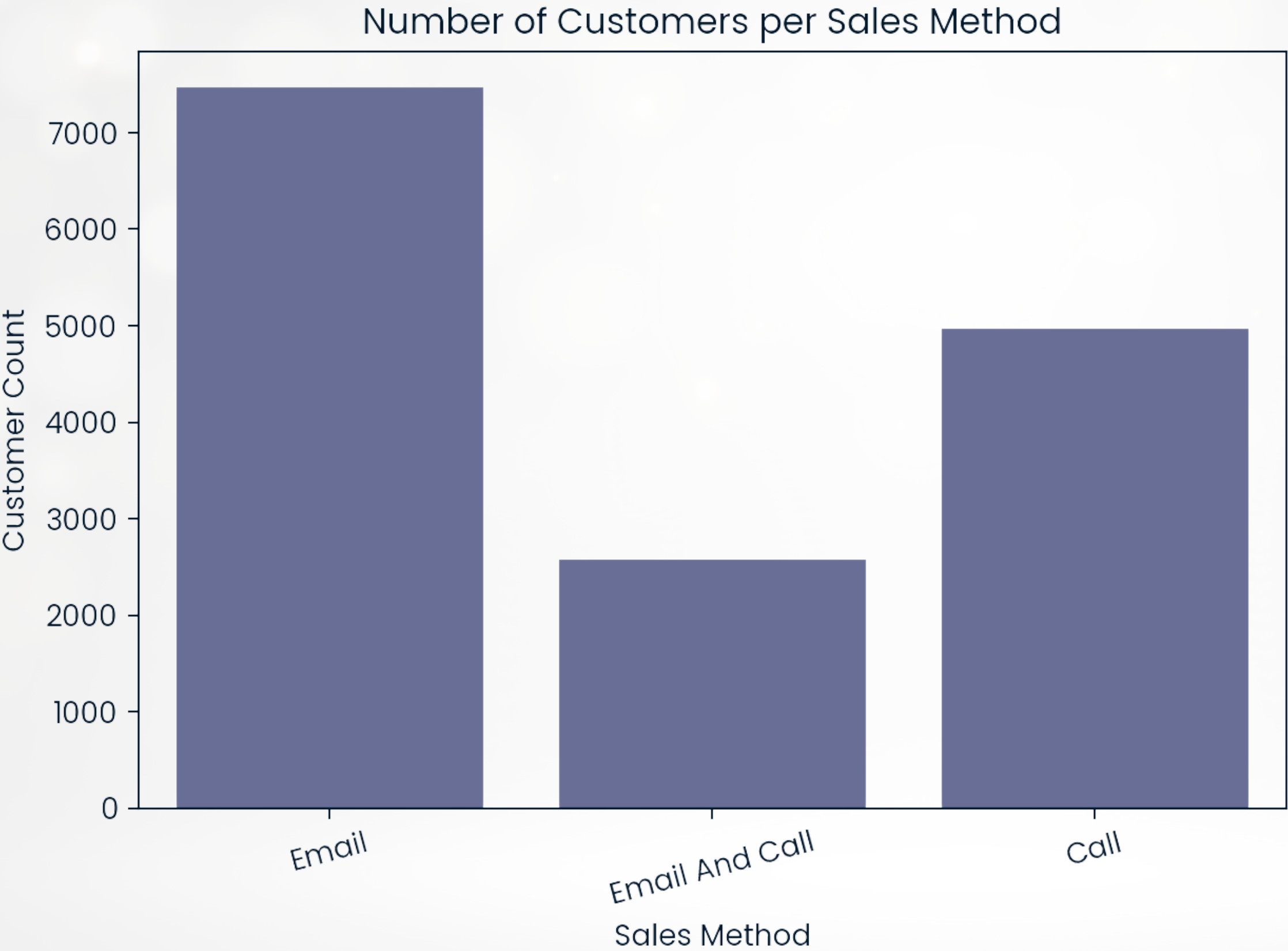**2** CONTEXT
THREE SALES METHODS WERE TESTED OVER SIX WEEKS:
- EMAIL
- CALL
- EMAIL AND CALL

3 GOAL
RECOMMEND THE MOST EFFECTIVE AND EFFICIENT APPROACH.

REVENUE DISTRIBUTION
(OVERALL & PER METHOD)
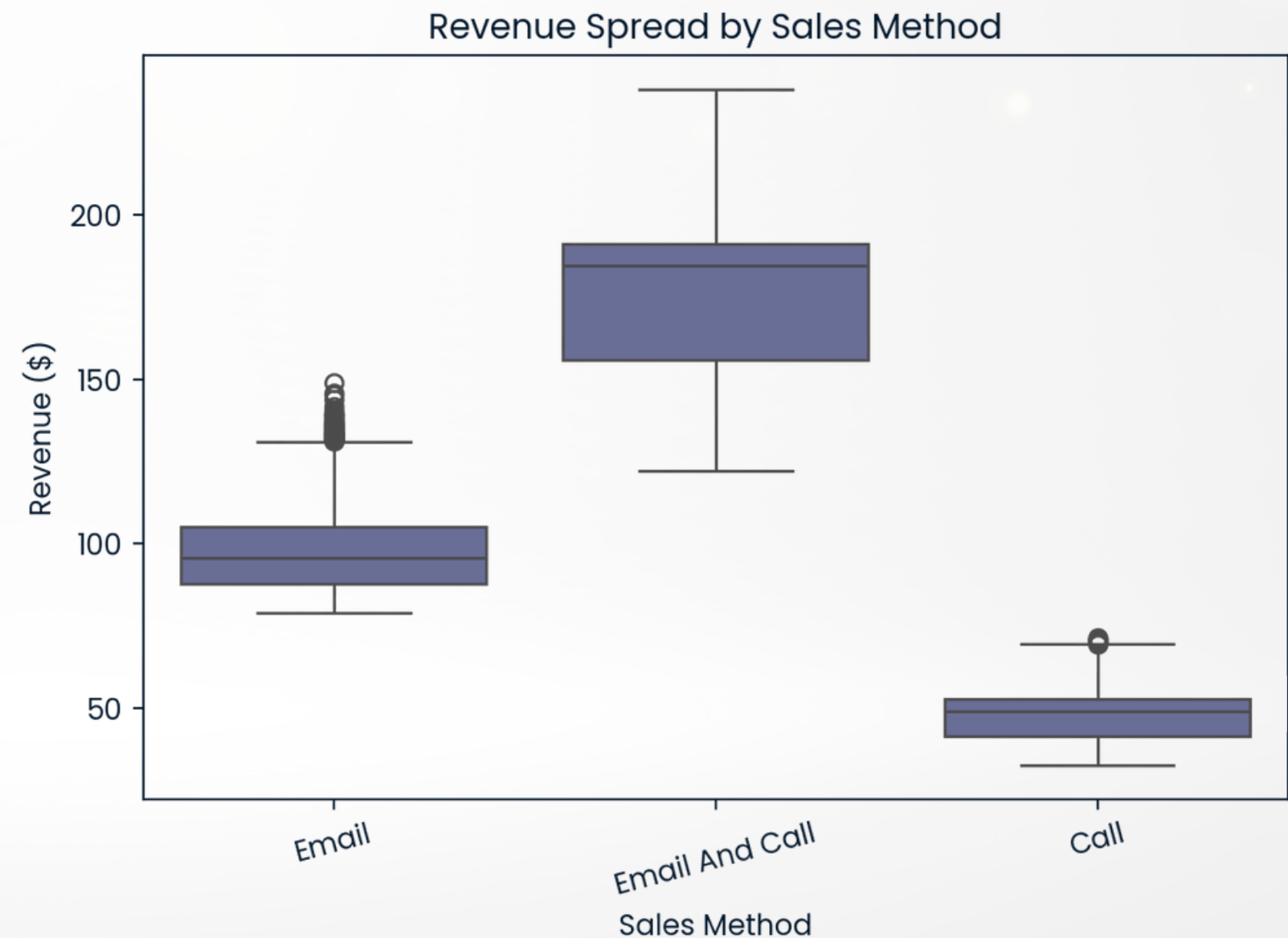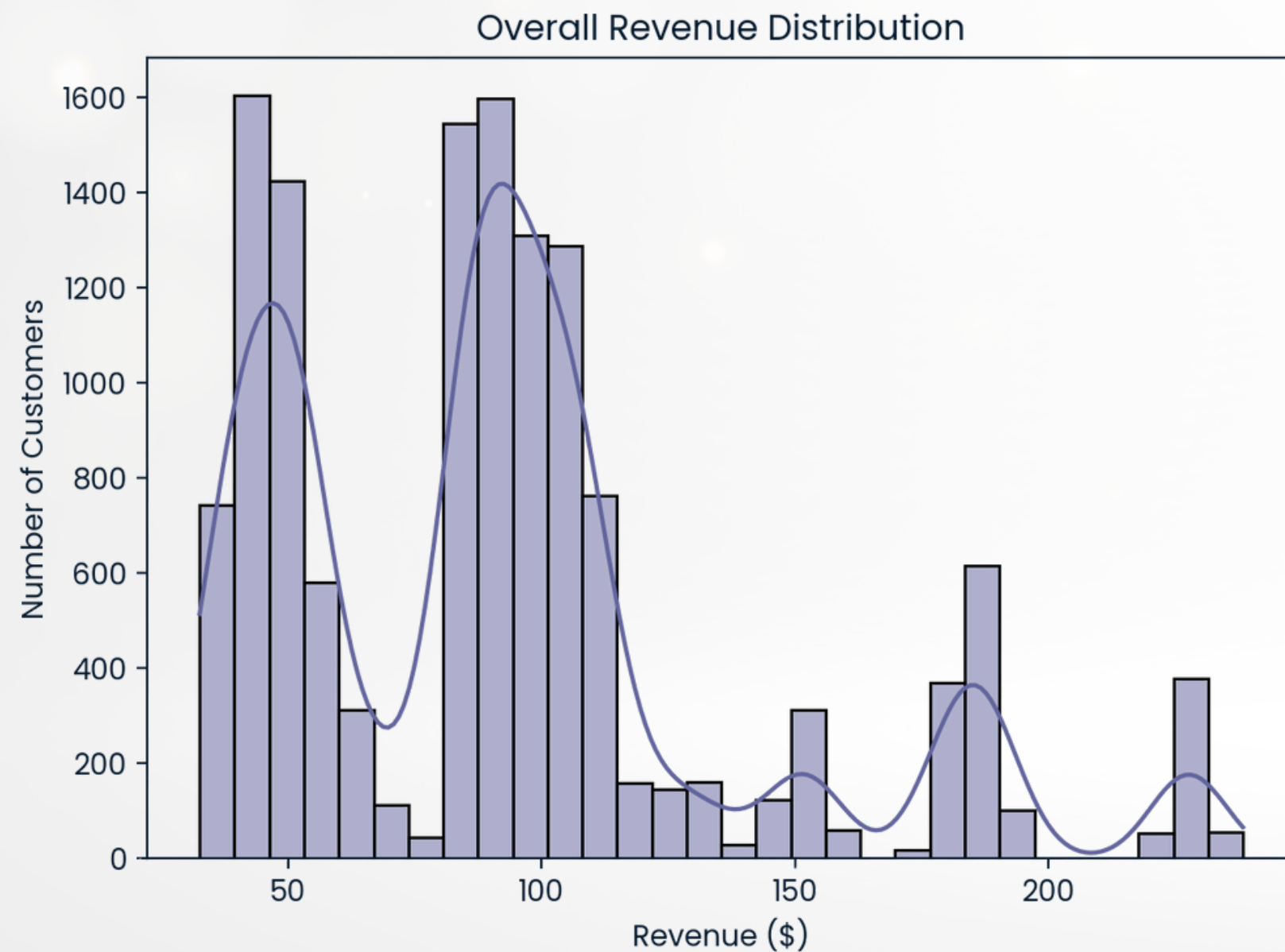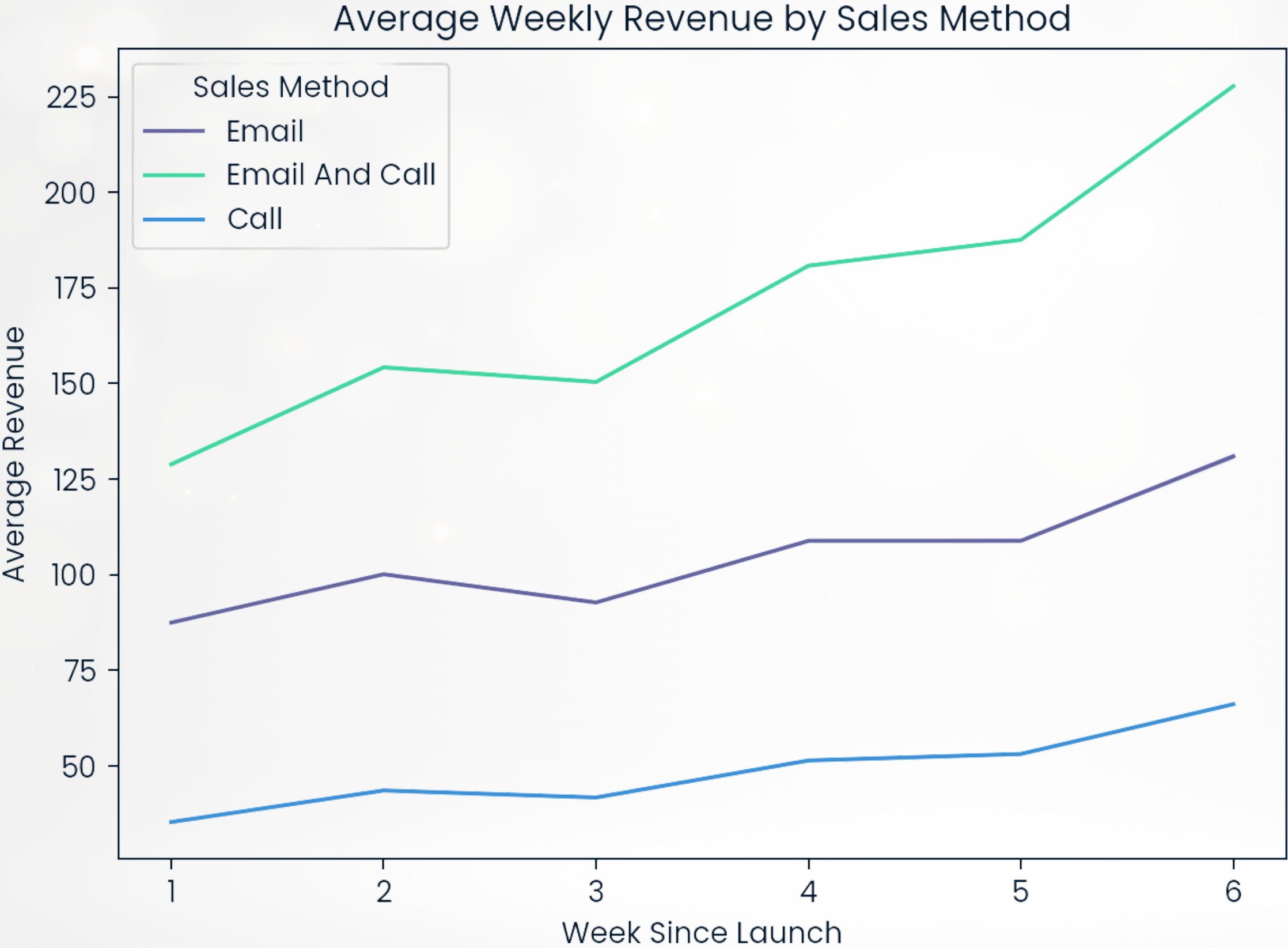
Insight:
- Most customers spent under $200.
- Email And Call had the highest median revenue.
- Email was consistent; Call was low.

Overall Revenue Distribution

Revenue Spread by Sales Method

Average Weekly Revenue by Sales Method

REVENUE
OVER TIME

Insight:
- Email And Call consistently performed best.
- Email was steady.
- Call underperformed throughout.

REVENUE

PER HOUR OF EFFORT

Metric: Revenue per Hour

EFFORT ASSUMPTIONS

RESULTS

- Email: 5 min (0.083 hr)
- Call: 30 min (0.5 hr)
- Email And Call: 10 min (0.25 hr)

- Email: $1,084.95/hr
- Email And Call: $634.92/hr
- Call: $91.72/hr

RECOMMENDATION
SUMMARY

1. USE EMAIL AS THE PRIMARY STRATEGY — **MOST EFFICIENT**.
2. USE EMAIL AND CALL FOR **HIGH-VALUE CLIENTS**.
3. MINIMIZE CALL-ONLY OUTREACH — **LEAST EFFECTIVE**.
4. TRACK **REVENUE PER HOUR** AS A KEY PERFORMANCE METRIC.
5. **STANDARDIZE** NAMING IN DATA ENTRY.
6. CONSIDER **FURTHER SEGMENTATION** (LOCATION, LOYALTY).