

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: Keerthi Rajan

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 fictitious Tech SaaS startup Company

What?

The company is facing **declining conversions** across its **sales funnel**, The company's sales pipeline conversion percentage has dropped from 35%

When?

At the end of the last fiscal (FY 2017-18)
.

Where?

Across it's sales funnel

How?

By affecting sales and revenue related issue.

PART I : 2. Understanding the Problem

Sales Pipeline Conversion at a SaaS Startup

Situation

How many leads does TechnoServe generate in a year?

What is Length of the team members ?

What is the length of the conversion?

Problem

Does your sales team efficient enough to keep up the conversion demand?

What are the problems faced while generating leads?

How does it impact in conversion?

Implication

How does this problem impact company sales ?

How will the sales and revenue gets affected ?

Does this revenue and sales related issue impact future goals of the company?

Need-Payoff

Why is it important to increase sales conversion percentage?

Will it help in increasing revenue of the company?

Will this solution and conclusion makes sales pipeline efficient?

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Framework Used

BANT Framework

Reason for using the selected framework

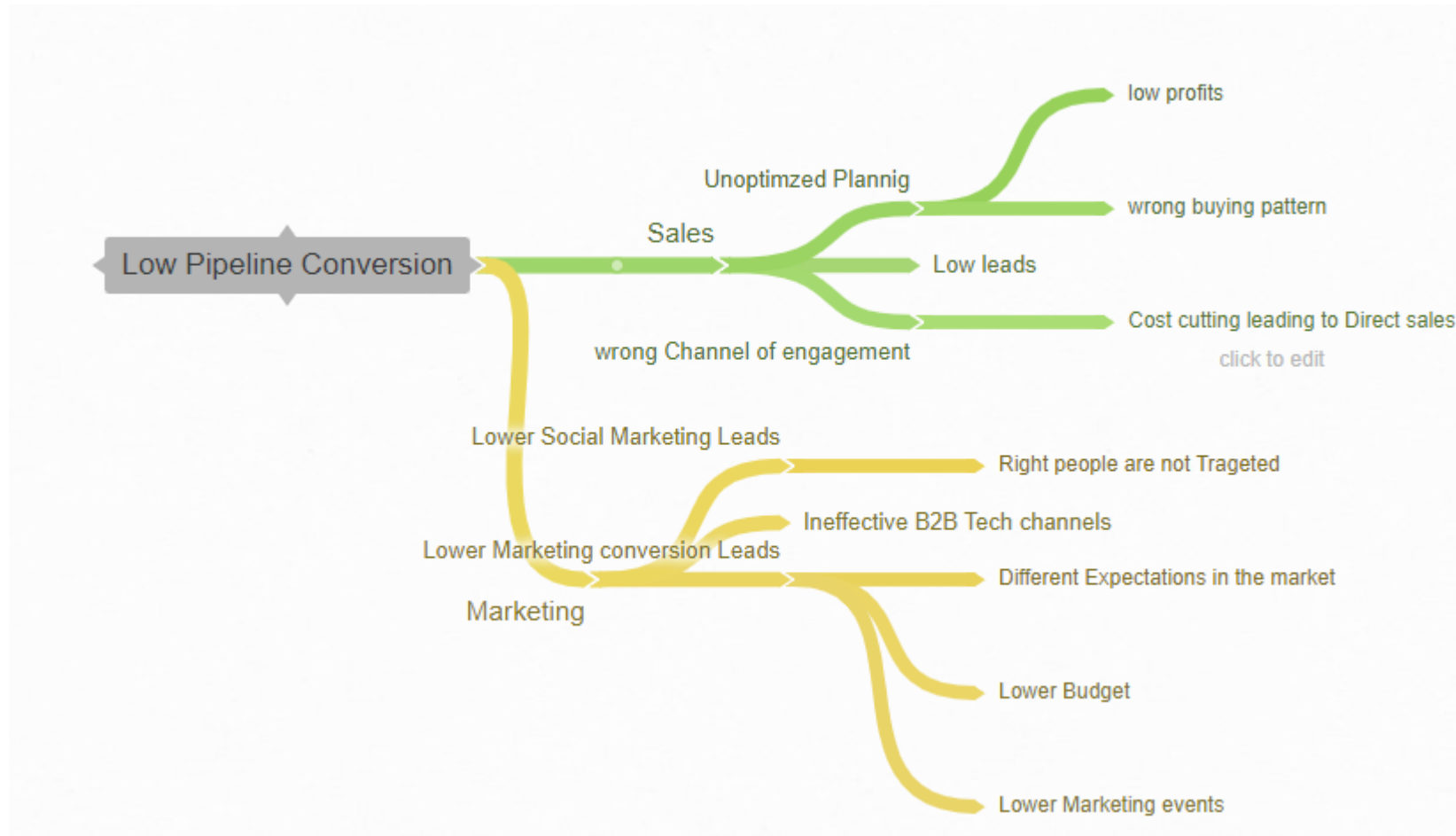
BANT Framework is effective in Sales Pipeline

How you have used the framework here

Used BANT Framework by identifying good leads.

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup



PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Sales

Low leads
Unoptimized planning
Wrong channel Engagement

Low Leads

Generated versus converted are lesser
Expectations are different in the market

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Unoptimized Planning

Wrong buying pattern

Low profit

Wrong Channel engagement

Cost cutting leading to direct sales

Marketing leads have lower conversion

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Marketing

Lower marketing conversion leads

Lower social media leads

Lower Marketing conversion leads

Marketing events are reduced due to budget.

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

Lower social media leads

Social media leads not working

Right point of contact is not targeted.

Social media channels are not very effective.

PART II : Formulating Hypotheses

Sales Pipeline Conversion at a SaaS Startup

BANT Framework

Budget

How much does it cost to build a lead?
What is the current spending?
How much will price affect the decision?

Authority

Does this affect only sales and revenue team ?
Who else is involved in this decision making?

PART III B : Presenting Findings

Sales Pipeline Conversion at a SaaS Startup

BANT Framework

Need

what are the steps taken to increase conversion leads?

What happens if we don't increase the conversion leads?

What are the top priorities at the moment?

Timing

What are the deadlines?

Will you be able to meet the goal before deadline?

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Variable	Insights if any	Pattern of Insight
Sales velocity	Analyzed the data and found insights for low conversion rates	Unknown results
Opportunity size	In technology primary ERP Implementation is the major contributor for generating leads last year.	
Opportunity status	In B2B Sales medium Enterprise sellers played major role for lead generation.	

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Used BANT Framework for formulating hypothesis.

Found insights of sales velocity from business clients from last year .

Analyzed the data and found insights for low conversion rates

Analyzed data using pivot table

PART III A : Generating Insights

Sales Pipeline Conversion at a SaaS Startup

Recommendations

In B2B Sales medium online leads , tele sales and partners has to concentrated more and that should be improved, so that in will contribute in increasing leads

In technology Primary legacy Modernization should be improved.

PART III B : Presenting Findings

Sales Pipeline Conversion at a SaaS Startup