



HOW DATA SCIENCE IMPROVES SALES PERFORMANCE AND PRODUCTIVITY

WHITEPAPER



Action Cards		
Customers with Growth Actions	Accounts: 10	Action Impact: \$3,687
Customers with Recovery Actions	Accounts: 2	Action Impact: \$5,310
Customers with Price Actions	Accounts: 2	Impact: \$6
Review Open Agreements Lines	Estimated Revenue: \$392,926	Agreement Lines: 209
Review Open Quotes	Estimated Revenue: \$18,898	Quotes: 10
Review Stale Agreements	Estimated Revenue: \$68,424	Agreement Lines: 259
Agreement Price Changes	Estimated Revenue: \$26,367	Agreement Lines: 48
Agreements Expiring in next 90 days	Estimated Revenue: \$326,098	Agreements: 28

HOW DATA SCIENCE IMPROVES SALES PERFORMANCE AND PRODUCTIVITY

CONSIDERATIONS:

- It costs 5x more to acquire a new customer than sell to an existing customer
- The probability of closing a sale with an existing customer is 60-70%, versus 5-20% for a new customer
- Improve sales performance by minimizing time spent on admin or reporting tasks

SALES PERFORMANCE AFFECTS COMPANIES' REVENUE

All B2B companies strive to achieve top and bottom line success every quarter, but to do that, they need a strong team of sales reps that can consistently meet or exceed quota. However, that's easier said than done in a complex marketplace with hundreds or thousands of products, and when sales reps manage numerous accounts.

Many organizations rely on the more experienced or high-performing sales reps, or "A" players to make their numbers. These reps have the talent, knowledge and experience to sell profitably every quarter, even when challenged with a large book of business and complexity in their market. They often have a long history at one company, which gives them a deep understanding of the products and customers, leading to a higher level of efficiency and better outcomes in the field.

However, many companies have sales teams that consist mainly of "B" and "C" players with just a handful of "A" players. If all the B and C players sold as profitably as the A players, the impact on a companies' revenue would be huge.

As the more experienced sales reps retire and sales people become more transient, B2B companies should look to technology and solutions that improve sales performance across their sales teams.

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SEEK A SOLUTION THAT DELIVERS SALES INTELLIGENCE TO DRIVE REVENUE

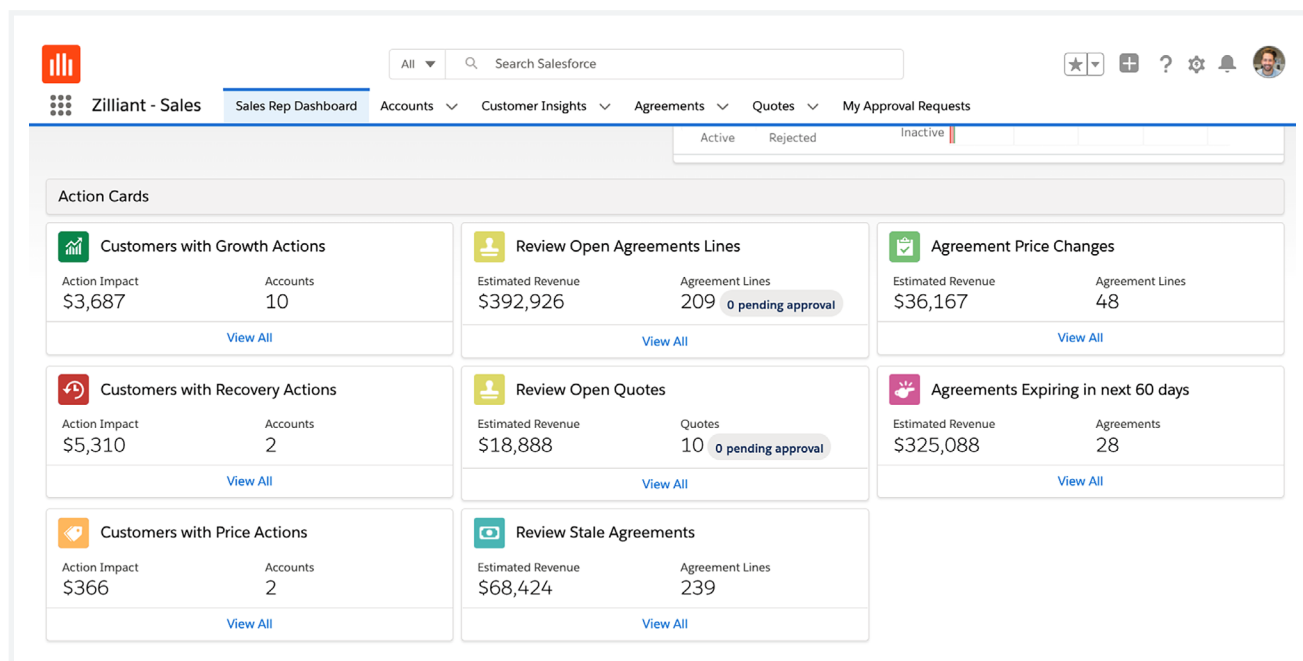
One way to improve the performance of all sales reps is using a solution that delivers unmatched sales guidance by highlighting the full economic potential of every existing customer relationship.

A data science-driven solution can analyze historical and ongoing data to deliver prescriptive sales intelligence on optimal product mix, pricing and market demand. This sales intelligence can be delivered directly to sales reps within their existing workflows, including CRM and eCommerce applications

It is exponentially more difficult and expensive to acquire new customers than it is to keep and grow existing accounts. But, in complex business environments and when sales reps manage a large number of customer accounts, staying ahead of customer churn is virtually impossible for sales reps – no matter how experienced they are – given the sheer volume.

Even if a small percentage of customer churn is recovered, it makes the difference between a flat year and a profitable year. Prescriptive sales intelligence looks at purchase patterns across all customers, and flags when a customer begins to defect, even on just one product, enabling sales reps to quickly redirect their efforts.

This solution also helps sales reps understand which additional products to sell to their accounts. This is similar to consumer eCommerce websites, such as Amazon, that recommend products based on browsing or buying patterns. B2B customers also exhibit behaviors and purchase patterns that reveal when they are ripe for cross-selling and upselling.



IMPROVE SALES PRODUCTIVITY

Another way to improve sales performance and productivity is by increasing the time that sales reps actually spend selling.

There is strong evidence that correlates selling time with quota achievement. In fact, an increase of just a few percentage points in selling time across an entire sales force leads to higher overall profitability for the sales organization and can equate to additional sales headcount, at no additional expense.

However, when sales teams are underperforming, many companies implement more sales processes, increase the number of reports sales reps and managers need to review and look to sales force automation (SFA) systems to improve sales performance and productivity.

The underlying assumption is that more visibility into sales team activities will help identify areas for improvement and ultimately drive better performance, but these solutions often exacerbate the problem, creating more administrative and reporting tasks for reps and managers.

More often than not, sales reps spend more time entering information into their SFA systems than deriving useful information from it to close more sales at a faster rate.

Sales leaders should minimize activities that do not directly contribute to revenue generation. While CRM, SFA and business intelligence reports are important to help manage sales performance, they do not generate customer insight, monitor transactional impacts, or predict and prescribe action.

LEVERAGE SCIENCE TO IMPROVE SALES PERFORMANCE

A better approach for sales leaders is to leverage solutions that use data science-driven technologies to pair insights with action. Ultimately, these tactics will help increase the average amount of time sales reps spend selling and focus all sales reps -- A, B and C players -- on the best opportunities for growth.

For more information, visit www.zilliant.com