Quarterly Sales Review for Q1, 2014

Sales Rep: Bobby Cash
Q1 Sales Review Summary

- Q1 New Business Bookings: $147,840 ($4,106 MRR)
- % of Bookings Quota: 109%
- Won # of Deals: 18
- ASP: $7,781
- Sales Cycle: 13.3 days in Q1
- Win Rate: 31%
How I Hit My Number Last Quarter

(61 Total Opportunities) x (31% Win Rate) x ($7,781 ASP) = $147,840

- SMB Deals = 57% of Bookings $ACV
  - # of Deals = 15
  - $ACV = $83,062
  - Sales Cycle = 11 Days

- Mid-Market Deals = 43% of Bookings $ACV
  - # of Deals = 3
  - $ACV = $63,340
  - Sales Cycle = 25

- Bluebirds (unexpected, < 3 day cycle) = 32% of Bookings $ACV
  - # of Deals = 7
  - $ACV = $46,460
  - Sales Cycle = 1 Day
My Bookings & $ASP Comparison to Prior 3 Quarters

$ASP is down since January, but overall Q1 $ASP is up over H2 '13
Pipeline Summary for Q1

(6 Beginning) − (61 Closed) + (67 Created) = 15 Ending

• Open Opps at Beginning of Q1 = 6
  – Pipeline Stages: 1: 3, 2: 2, 3: 0, 4: 1

• Closed Opps During the Quarter = 61 Opps

• Created Pipeline During the Quarter = 70 Opps
  – Generated by Inbound & Outbound: 54
  – Partner generated & Referral: 6
  – My own prospecting: 10

• Open Opps at End of Q1 (Beginning of Q2) = 15 Opps
  – Pipeline Stages: 1: 8, 2: 4, 3: 3, 4: 0 (where are my Opps as I enter Q2)
• My pipeline is up significantly in Q1 over Q4
Insights From My Mid-Month Forecast During the Last Month of Q1

• My Mid-Month Forecast Number
  – Commit: $37,760 in sales bookings
  – % Forecast to Sales (Forecast Accuracy): 98%

• Insights
  – Opportunities that I won had a faster sales cycle than I projected
  – I had good accuracy this time around due to much stronger focus on inspecting deals, doing careful pipeline reviews and also getting all my key qualification done early on in the month
Q1 Win Rate by # Count of Opportunities in the Pipeline

- To hit my Q2 Quota, based on my Q1 Win Rate, I will need to have 32 Opps in Stage 2 to hit my number
Based on my Q1 Win Rate based on $ Value, I will need $365,854 in Opp Value in Stage 2 to hit my quota in Q2.
My % Win Rate Compared to the Prior 3 Quarters

My lower Win Rate was anticipated with the big boost in quantity of new leads we had in Q1 but it’s worth monitoring to ensure wins aren’t slipping through the cracks and qualification improves.
This is an encouraging trend and my sales cycle is continuing to get shorter since Q4 and in the past 12 months.
Pipeline Stage Duration for Won and Lost Deals

- My won deals go through each stage of the pipeline much faster than those that I lose; this informs me that in Q2 I must focus on purging those Opportunities which stay in any given stage longer than the “won duration” of my deals in Q1.
Going Into Q2 – My Total Pipeline by Stages

What stage are my opportunities in?
15 open opportunities per employee, on average, closing this month (April)

<table>
<thead>
<tr>
<th>Qual</th>
<th>Present Solution</th>
<th>Technical Fit</th>
<th>Closing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>15</td>
</tr>
</tbody>
</table>

1 Selected

Total

8 4 3 0 15
I have some strong Opportunities going into Q2 but some are flagged at risk due to considerably larger expected $ASP or because they were stuck in pipeline longer than my average Win Cycle.
What I’m Most Proud Of

- Applying my sales training into my selling and seeing attainable results
Where I Need To Improve

1. Working more with channel partners
2. Proactive campaign strategy with marketing
3. Time management
Key Learnings in Q1

1. Need to get more in the pipeline earlier in the month
2. Need a compelling reason for partners to help me
Q1 Initiatives

- Closed Lost Revival – I successfully closed a new deal
- Customer Referral – beginning to call customers that signed 90+ days ago and got 6 referrals
## Last Month’s Strategy vs. Actual (Retrospective)

<table>
<thead>
<tr>
<th>Planned Strategy Last Month</th>
<th>Summary of What Happened</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend majority of effort in the first two weeks closing the opps that are in late stage</td>
<td>Did not succeed. Few converted. Several remain open but just couldn’t get them to move forward.</td>
</tr>
<tr>
<td>Improve my qualification to increase conversion from Stage 1 to Stage 2.</td>
<td>Successful.</td>
</tr>
<tr>
<td>Prospect and create at least 5 Opps on my own and win 1 Deal.</td>
<td>Successful.</td>
</tr>
</tbody>
</table>
## My Strategy To Hit My Number in Q2

<table>
<thead>
<tr>
<th>Planned Strategy</th>
<th>Notes for retrospective I’ll do in Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convert late stage Opps</td>
<td></td>
</tr>
<tr>
<td>Get 11 Opps in Pipeline Stage 2 to win</td>
<td></td>
</tr>
<tr>
<td>Continue to capitalize on my recent tradeshow connections</td>
<td></td>
</tr>
<tr>
<td>Convert on new marketing campaigns</td>
<td></td>
</tr>
</tbody>
</table>