

INSIGHTSQUARED

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

$$(61 \text{ Total Opportunities}) \times (31\% \text{ Win Rate}) \times (\$7,781 \text{ ASP}) = \$147,840$$

- 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

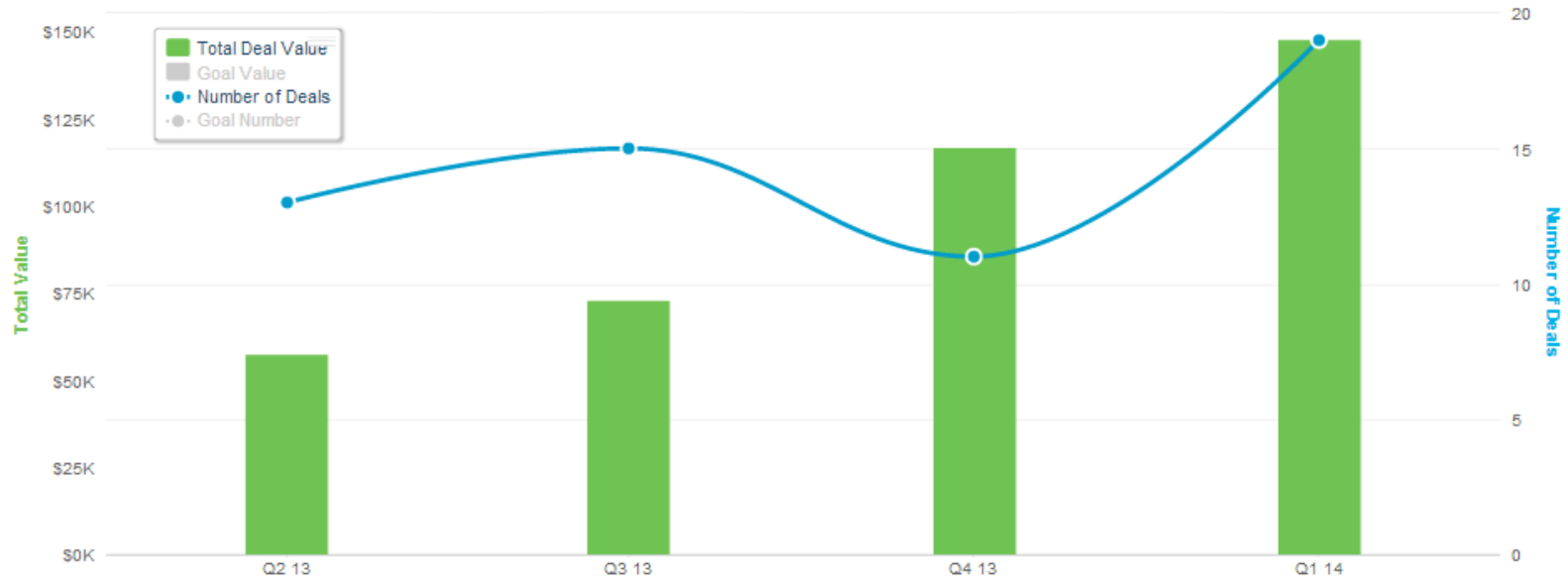
My Bookings & \$ASP Comparison to Prior 3 Quarters

How are our bookings trending over time?

\$395,594 booked from 01 Apr 2013 to 31 Mar 2014

Custom Last This To Date Trailing

04/01/2013 – 03/31/2014



SELECTION: All Top 15 None INTERVAL: Quarter

Quarter	Total Deal Value	Goal Value	Percent of Goal Value	Number of Deals	Goal Number	Percent of Goal Number	Average Deal Value
<input checked="" type="checkbox"/> Q1 2014	\$147,840	\$147,840	100%	19	19	100%	\$7,781
<input checked="" type="checkbox"/> Q4 2013	\$116,955	\$116,955	100%	11	11	100%	\$10,632
<input checked="" type="checkbox"/> Q3 2013	\$72,982	\$72,982	100%	15	15	100%	\$4,865
<input checked="" type="checkbox"/> Q2 2013	\$57,817	\$57,817	100%	13	13	100%	\$4,447
4 Selected	\$395,594	\$395,594	100%	58	58	100%	\$6,821

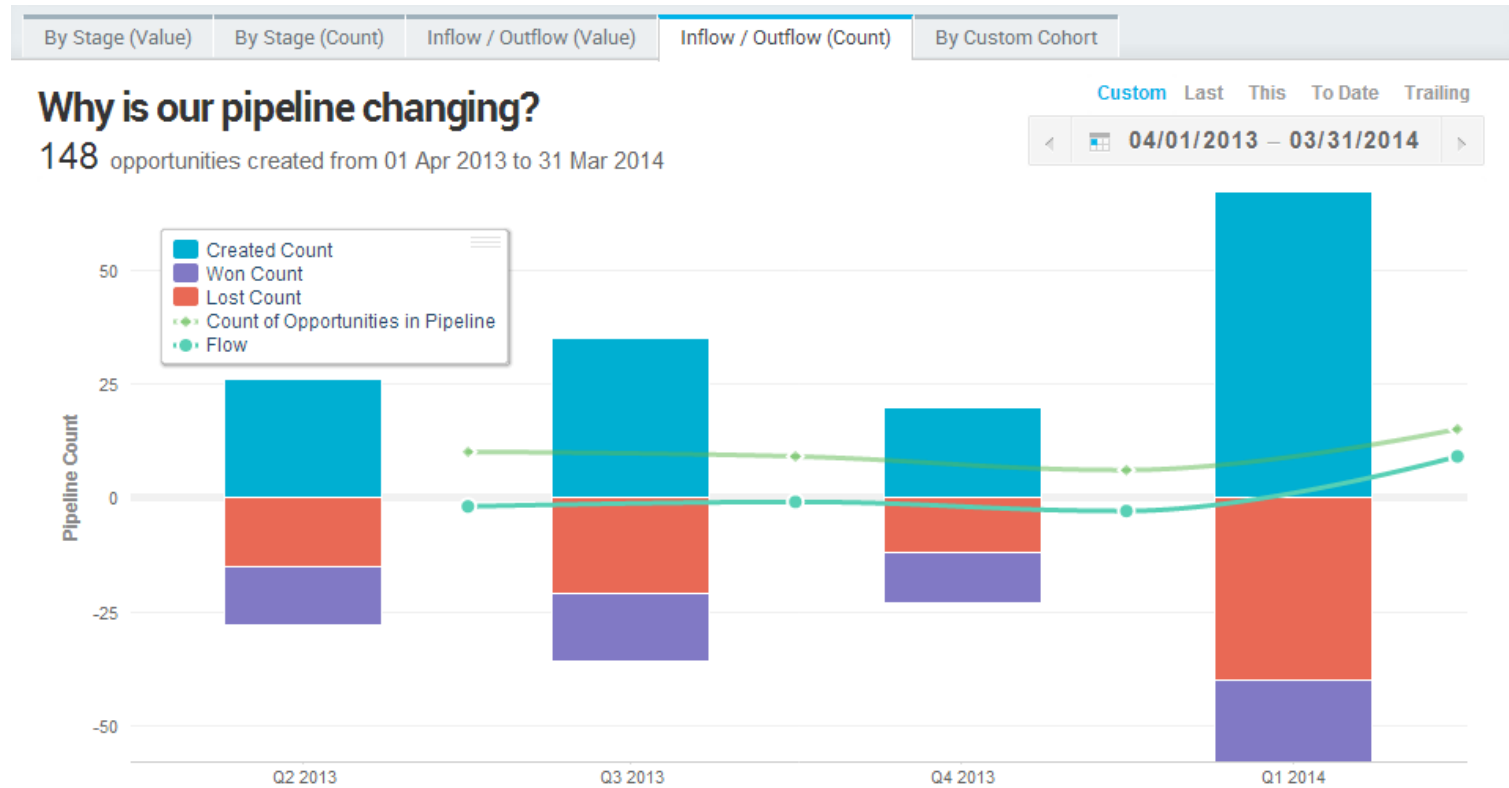
- \$ASP is down since January, but overall Q1 \$ASP is up over H2 '13

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)

Pipeline Inflow/Outflow – Comparison to Prior 3 Quarters



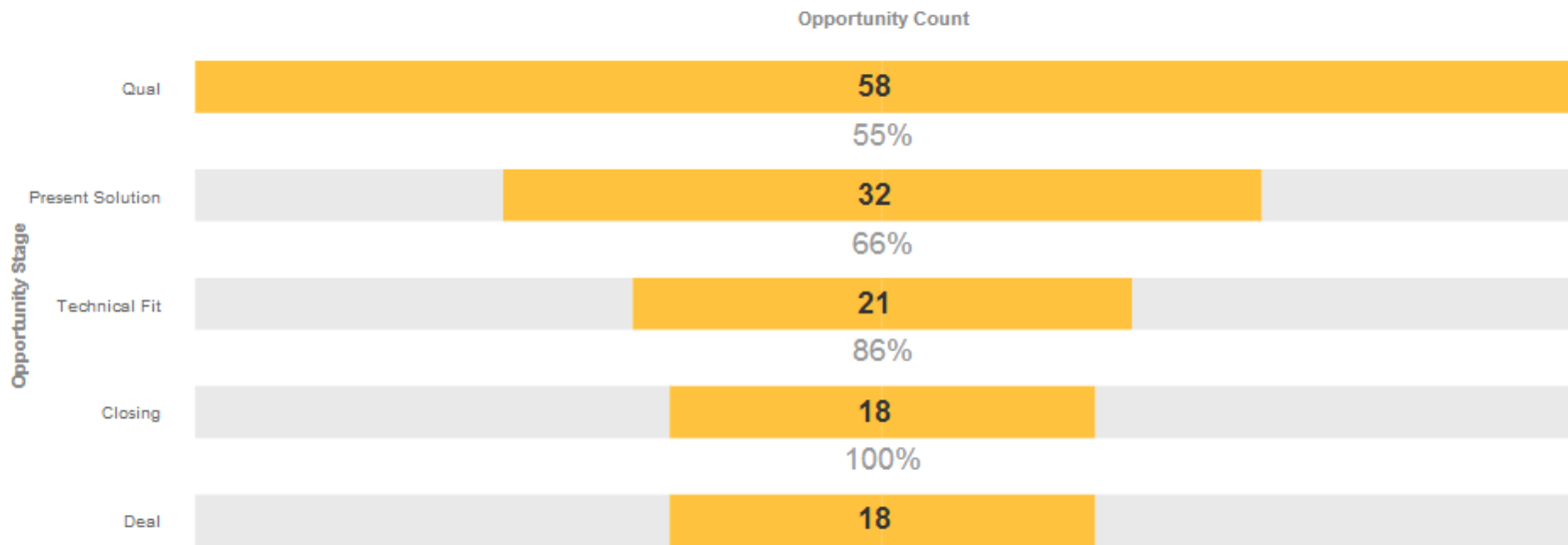
- My pipeline is up significantly in Q1 over Q4

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

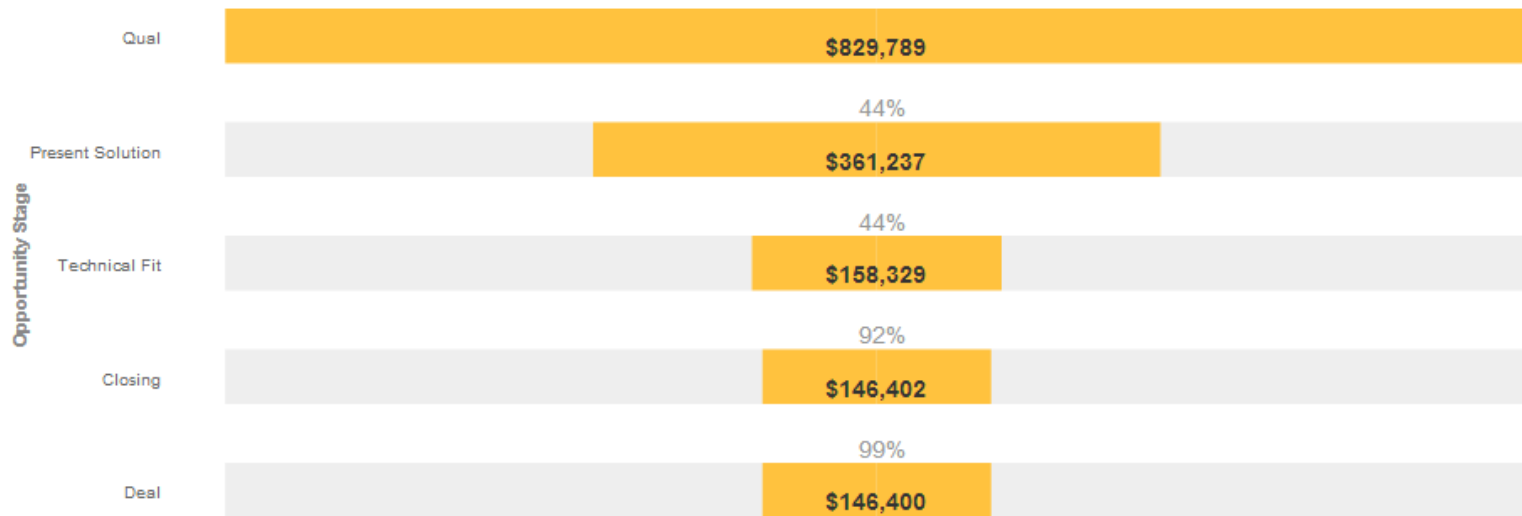
- To hit my Q2 Quota, based on my Q1 Win Rate, I will need to have 32 Opps in Stage 2 to hit my number



Stage	Count	% Conversion to Next	Conversion % from Top	Unconverted	Won %
Qualifying	58	55%	N/A	26	31%
Present Solution	32	66%	55%	11	56%
Technical Fit	21	86%	36%	3	86%
Closing	18	100%	31%	0	100%
Deal	18	N/A	31%		100%

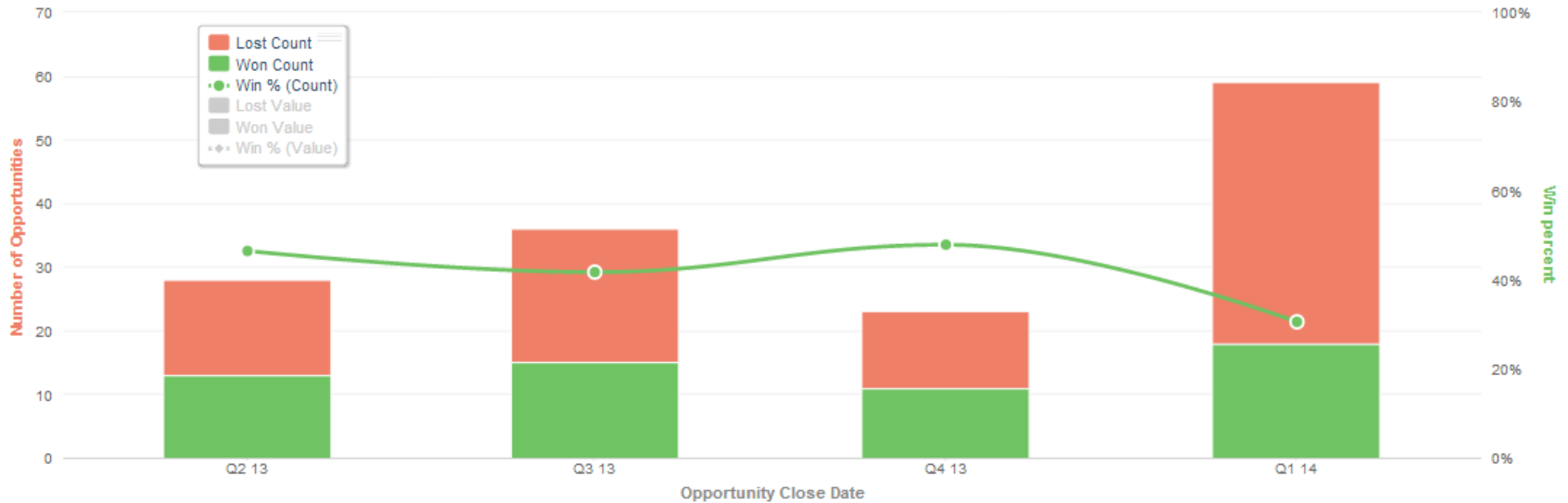
Q1 Win Rate by \$ Value in Each Stage of Pipeline

- 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



Stage	Value	% Conversion to Next	Conversion % from Top	Total Pipeline Change	Opp Value Increases	Opp Value Decreases	Lost Opps	Won %
Qualifying	\$829,789	44%	N/A	\$468,552	\$27,948	-\$3,000	\$493,500	18%
Present Solution	\$361,237	44%	44%	\$202,908	\$0	-\$16,620	\$186,288	41%
Technical Fit	\$158,329	92%	19%	\$11,928	\$31,032	-\$30,270	-\$12,690	92%
Closing	\$146,402	99%	18%	\$2	\$0	-\$2	\$0	99%
Deal	\$146,400	N/A	18%	\$0	\$0	\$0	\$0	100%

My % Win Rate Compared to the Prior 3 Quarters



Quarter	Total Opportunities	Total Value	Won Count	Won Value	Lost Count	Lost Value	Win % (Count)	Win % (Value)
<input checked="" type="checkbox"/> Jan 2014	59	\$852,798	18	\$146,400	41	\$706,398	31%	17%
<input checked="" type="checkbox"/> Oct 2013	23	\$322,155	11	\$116,955	12	\$205,200	48%	36%
<input checked="" type="checkbox"/> Jul 2013	36	\$242,710	15	\$72,982	21	\$169,728	42%	30%
<input checked="" type="checkbox"/> Apr 2013	28	\$194,401	13	\$57,817	15	\$136,584	46%	30%
4 Selected	146	\$1,612,063	57	\$394,154	89	\$1,217,910	39%	24%

- 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.

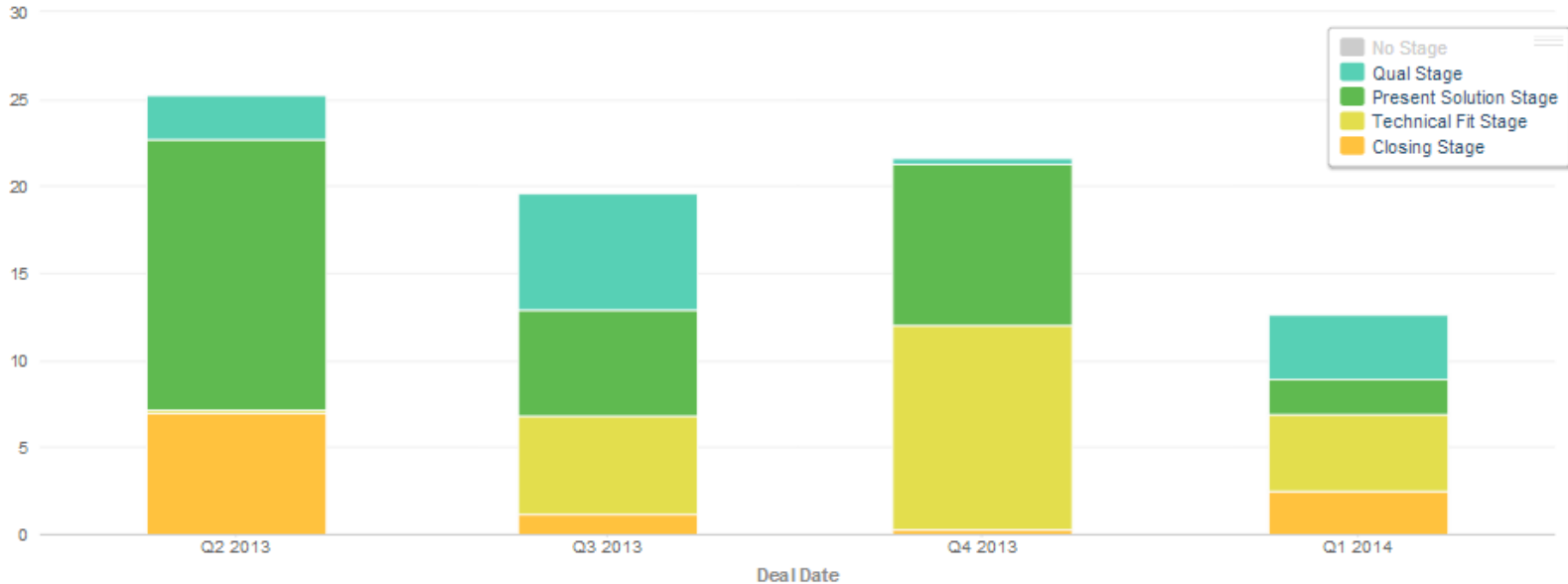
Sales Cycle Comparison to Prior 3 Quarters

How long is our current sales cycle?

20 days on average for deals won from 01 Apr 2013 to 31 Mar 2014

Custom Last This To Date Trailing

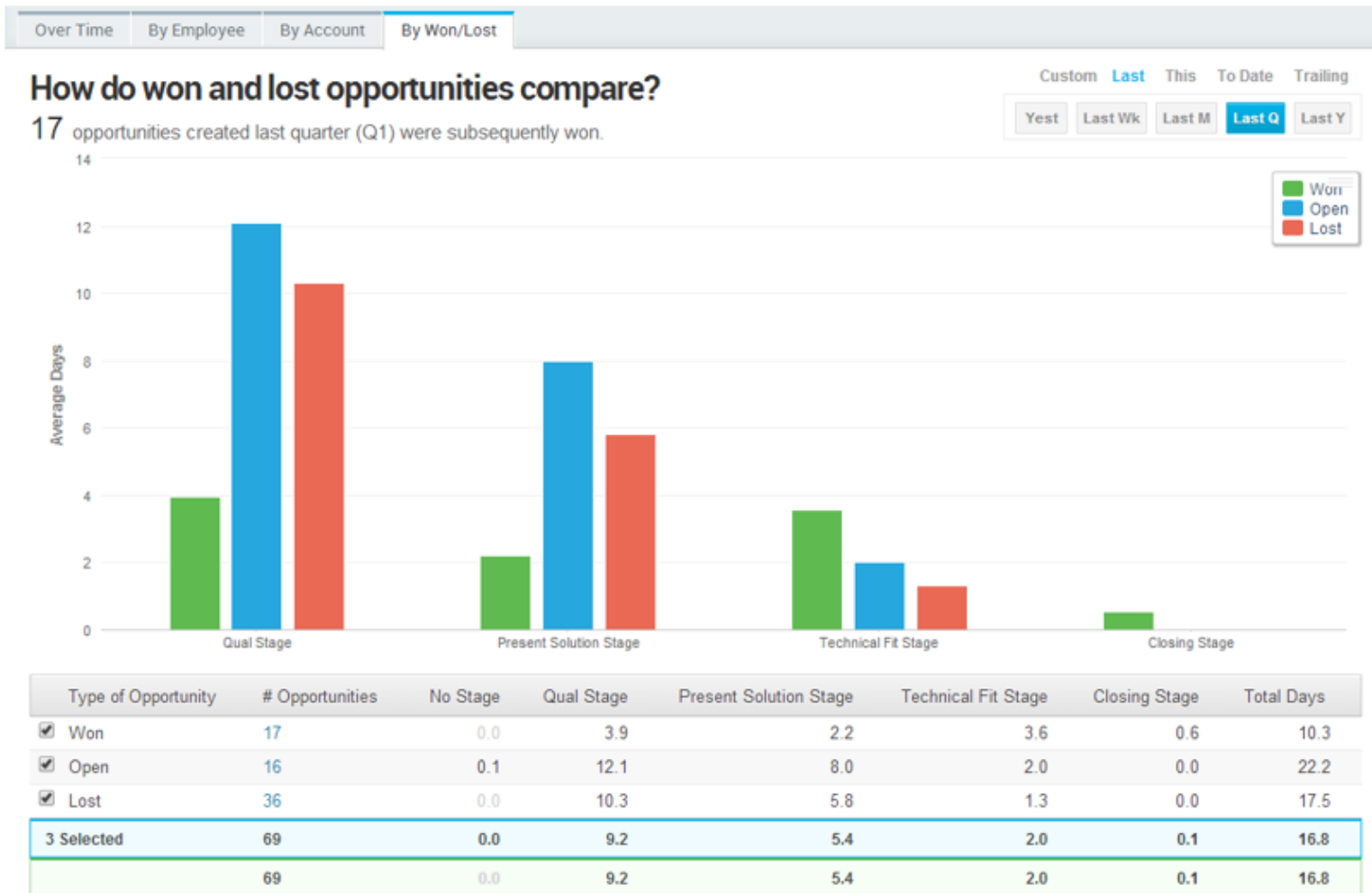
04/01/2013 – 03/31/2014



Deal Date	# Completed Opportunities	No Stage	Qual Stage	Present Solution Stage	Technical Fit Stage	Closing Stage	Total Days
<input checked="" type="checkbox"/> Q1 2014	19	0.7	3.7	2.0	4.5	2.5	13.3
<input checked="" type="checkbox"/> Q4 2013	11	0.0	0.4	9.2	11.7	0.3	21.6
<input checked="" type="checkbox"/> Q3 2013	19	0.0	6.7	6.1	5.7	1.1	19.6
<input checked="" type="checkbox"/> Q2 2013	19	0.1	2.6	15.6	0.2	6.9	25.4
4 Selected	68	0.2	3.7	8.1	4.8	3.0	19.8
Overall	68	0.2	3.7	8.1	4.8	3.0	19.8

- 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

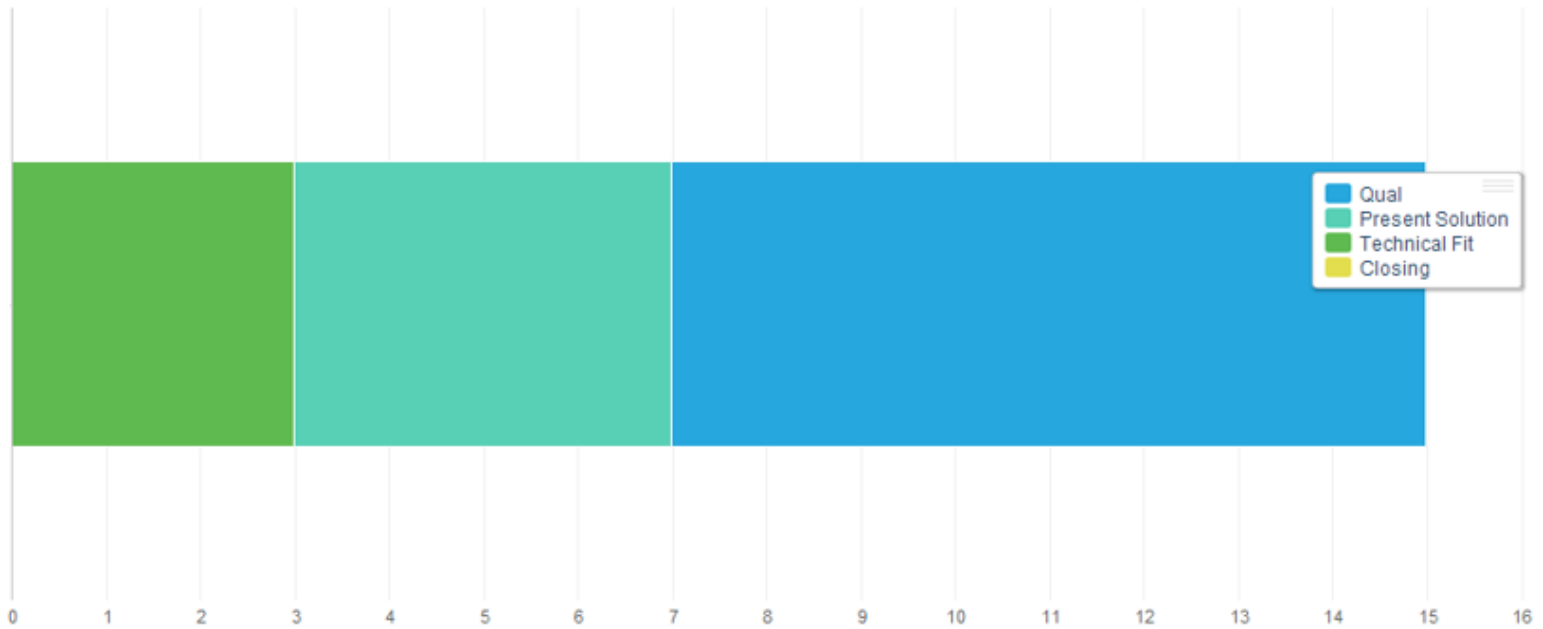
Going Into Q2 – My Total Pipeline by Stages

What stage are my opportunities in?

Custom Last **This** To Date Trailing Forward

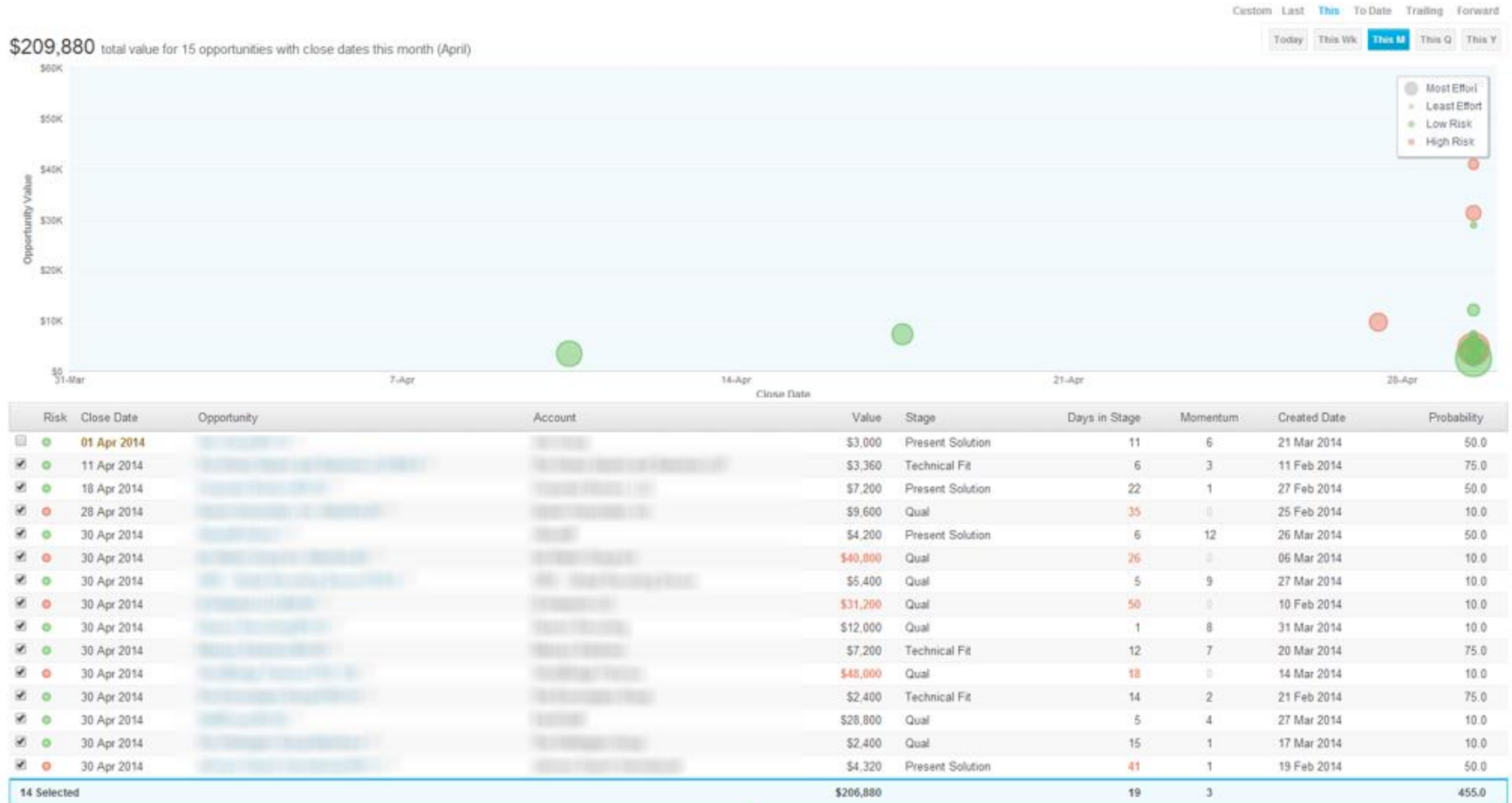
15 open opportunities per employee, on average, closing this month (April)

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	Qual	Present Solution	Technical Fit	Closing	Total
	8	4	3	0	15
1 Selected	8	4	3	0	15
Total	8	4	3	0	15

Start of Q2: Detailed Opp View



- 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)

Planned Strategy Last Month	Summary of What Happened
Spend majority of effort in the first two weeks closing the opps that are in late stage	Did not succeed. Few converted. Several remain open but just couldn't get them to move forward.
Improve my qualification to increase conversion from Stage 1 to Stage 2.	Successful.
Prospect and create at least 5 Opps on my own and win 1 Deal.	Successful.

My Strategy To Hit My Number in Q2

Planned Strategy	Notes for retrospective I'll do in Q3
Convert late stage Opps	
Get 11 Opps in Pipeline Stage 2 to win	
Continue to capitalize on my recent tradeshow connections	
Convert on new marketing campaigns	