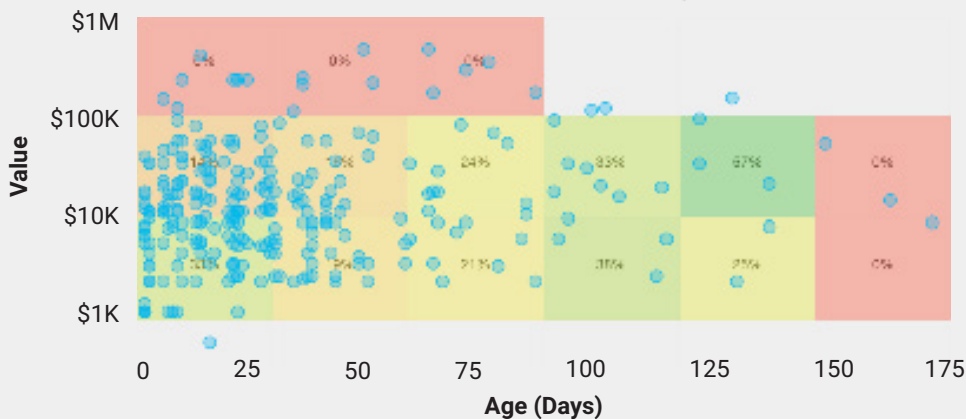


What Is Your Sales Team's Strike Zone?

The best hitters in baseball understand their own personal strike zones. While a hanging curveball might be the perfect pitch for one hitter, another might find that particular pitch impossible to hit. **The same is true for your sales team.** Some opportunities – whether due to their size, age or lead source – are just easier for your sales team to win than others. Great Sales Ops teams understand this and use this knowledge to help their reps better manage their open opportunities.

Which opportunities are we most likely to win?

94 opportunities above average win rate of 22% in the next 90 days



The image to the left shows a sales team's open opportunities plotted against their strike zone: a heat map of the team's win rate by opportunity size and age.

1 How Can You Find Your Sales Team's Strike Zone?

Every opportunity in your pipeline is defined by a series of characteristics: Size, age, stage, lead source, etc. Every deal you've won is, too. Use your historical data about these characteristics – and how they correlate to won deals – to help your sales team separate the balls from the strikes in your open pipeline. For example, does your company have an easier time winning deals between \$40k and \$50k? What about opps that come in from marketing vs. outbound-sourced opps? Analyzing the cold, hard data for each of your open opportunities will **help your reps identify likely winners (and losers) early** so they can best prioritize their activities.

2 Picking the Right Pitches

Once you've used historical sales data to help your sales reps better understand their strike zones, you will likely see some powerful changes to their results. Instead of wasting time chasing losing opps, **reps can invest their time into performing the right activities for opps that are squarely in their strike zone.** Like a great hitter, this improved awareness will ultimately make them much more effective, reliable performers.

The Takeaway: Help Your Sales Reps Know When to Swing For the Fences

The sales reps on your team only have so many at bats each month, so it's your job to help them get the most out of each one. Helping them do this by analyzing their historical performance ultimately gives them the greatest advantage of all: **The time they need to focus on hitting the right opportunities out of the park.**