



How to Use Sales Data to Increase Revenue Without Hiring More Reps

Kyle Vamvouris

CEO

Vouris



SAAS NORTH

@ SAAS NORTH

How I use sales data

To increase revenue without hiring more reps

Kyle Vamvouris



Kyle Vamvouris

CEO of Vouris



Over the next 20 minutes

I'm going to show you

Plan

- ✓ 3 poisons for sales teams
- ✓ The curse of the fragile sales team
- ✓ The two steps to creating an anti-fragile sales team

Build

- ✓ Is sales a numbers game?
- ✓ How to create your perfect sales team
- ✓ Why team composition matters

Improve

- ✓ The 7 metrics behind sales effectiveness
- ✓ How to track your teams performance
- ✓ How to analyze sales data to improve performance



Let's Start with "PLAN"

I'm going to show you

The real struggle

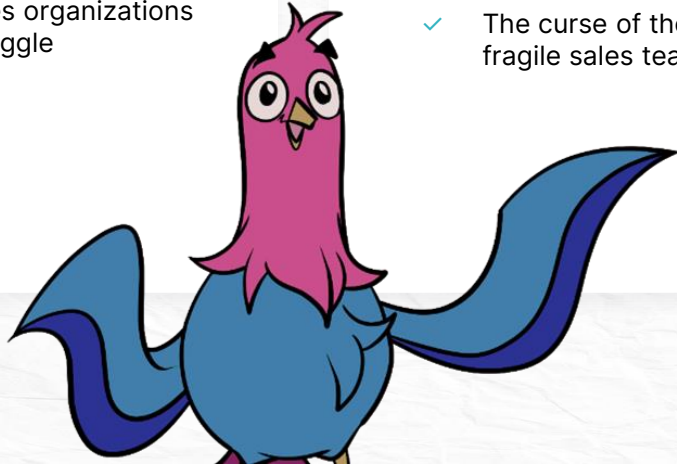
- ✓ Why most struggling sales organizations struggle

Sales Team

- ✓ The curse of the fragile sales team

Anti-fragile

- ✓ The two steps to creating an anti-fragile sales team



Hire and Hope

"I can't find good sales people!"

"Are the leads bad?"

"Am I a bad leader?"



Three Poisons



1. The reps don't know what they have to do to be successful.
2. Leadership doesn't know how to use data to help the team be successful.
3. There is a culture where poor performance is tolerated.



The "Fragile Sales Team"

It's like building
a house of
cards...



The Antifragile Sales Team

Two steps to build an anti-fragile sales team

1. Model your ideal state
2. Measure what matters



Let's jump into "BUILD"

I'm going to show you

Sales Numbers

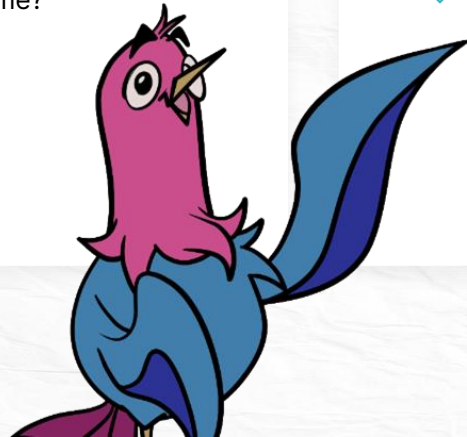
- ✓ Is sales a numbers game?

How to

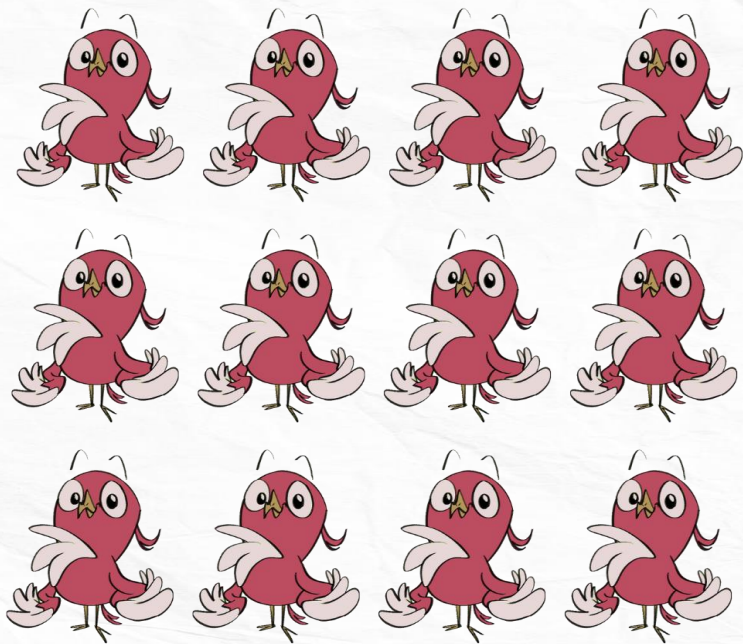
- ✓ Create your perfect sales team

Composition

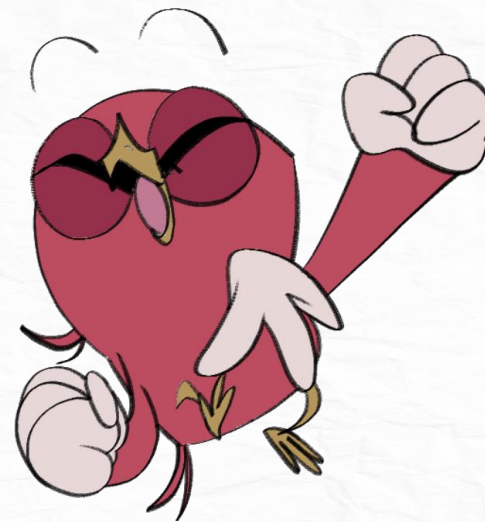
- ✓ Why team composition matters



Is Sales A Numbers Game?



QUANTITY



QUALITY

STEP 1: Model Your Perfect Team

Sales Team Calculator		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total	
Assumptions		Expected Progress													
Revenue Goal	\$2,000,000	# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	2.3	
Close %	18%	# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	2.3	
ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	
Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	9,600	
Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	
SDR Pay	\$80,000	SDR Team													
AE Pay	\$150,000	Demo Booked	6	10	12	40	40	60	60	60	60	60	60	528	
		Demo Showed	5	8	10	32	32	48	48	48	48	48	48	422	
		Qualified	4	6	8	26	26	38	38	38	38	38	38	338	
		AE Team													
		Demo Booked	2	4	5	16	16	24	24	24	24	24	24	211	
		Demo Showed	2	3	4	13	13	19	19	19	19	19	19	169	
		Qualified	2	3	3	10	10	15	15	15	15	15	15	133	
		Total Qualified	5	9	11	36	36	54	54	54	54	54	54	473	
Revenue Attainment															
	Revenue	\$14,515	\$24,792	\$29,030	\$96,768	\$96,768	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$1,277,136	
	Cumulative Revenue	\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426	\$551,578	\$696,730	\$841,882	\$987,034	\$1,132,186	\$1,277,338		
	Revenue Goal Remaining	\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574	\$1,448,422	\$1,303,270	\$1,158,118	\$1,012,966	\$867,814	\$722,662		
Cost of Sales															
	SDR Comp	\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	
	AE Comp	\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	
	Total Comp	\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	
	Cumulative Total Comp	\$19,167	\$38,333	\$57,500	\$95,833	\$134,167	\$191,667	\$249,167	\$306,667	\$364,167	\$421,667	\$479,167	\$536,667		
	Cost of Sales	132%	79%	66%	40%	40%	40%	40%	40%	40%	40%	40%	40%		
	Cumulative Cost of Sales	132%	99%	85%	58%	51%	47%	45%	44%	43%	43%	42%	42%		

Sales Team Calculator	
Assumptions	
Revenue Goal	\$2,000,000
Close %	18%
ACV	\$15,000
Show Rate	80%
Qualified Rate	80%
SDR Pay	\$80,000
AE Pay	\$150,000



	Expected Progress	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg
# SDRs on Team		1	1	1	2	2	3	3	3	3	3	3	3	2.3
# AEs on Team		1	1	1	2	2	3	3	3	3	3	3	3	2.3
SDR Target Activity		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
AE Target Activity		800	800	800	800	800	800	800	800	800	800	800	800	9,600
Act to Demo %		0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%

SDR Team														
Demo Booked		6	10	12	40	40	60	60	60	60	60	60	60	528
Demo Showed		5	8	10	32	32	48	48	48	48	48	48	48	422
Qualified		4	6	8	26	26	38	38	38	38	38	38	38	338
AE Team														
Demo Booked		2	4	5	16	16	24	24	24	24	24	24	24	211
Demo Showed		2	3	4	13	13	19	19	19	19	19	19	19	169
Qualified		2	3	3	10	10	15	15	15	15	15	15	15	135
Total Qualified		5	9	11	36	36	54	54	54	54	54	54	54	473

Revenue Attainment														
Revenue		\$14,515	\$24,192	\$29,030	\$96,768	\$96,768	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$1,277,338
Cumulative Revenue		\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426	\$551,578	\$696,730	\$841,882	\$987,034	\$1,132,186	\$1,277,338	
Revenue Goal Remaining		\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574	\$1,448,422	\$1,303,270	\$1,158,118	\$1,012,966	\$867,814	\$722,662	

Cost of Sales														
SDR Comp		\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
AE Comp		\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500
Total Comp		\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500
Cumulative Total Comp		\$19,167	\$38,333	\$57,500	\$95,833	\$134,167	\$191,667	\$249,167	\$306,667	\$364,167	\$421,667	\$479,167	\$536,667	
Cost of Sales		132%	79%	66%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
Cumulative Cost of Sales		132%	99%	85%	58%	51%	47%	45%	44%	43%	43%	42%	42%	




	A	B	D	E	F	G	H	I
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5
2	Assumptions		Expected Progress					
3	Revenue Goal	\$2,000,000	# SDRs on Team	1	1	1	2	2
4	Close %	18%	# AEs on Team	1	1	1	2	2
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000
6	Show Rate	80%	AE Target Activity	800	800	800	800	800
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%
8	SDR Pay	\$80,000						
9	AE Pay	\$150,000	SDR Team					
10			Demo Booked	6	10	12	40	40
11			Demo Showed	5	8	10	32	32
12			Qualified	4	6	8	26	26
13								
14			AE Team					
15			Demo Booked	2	4	5	16	16
16			Demo Showed	2	3	4	13	13
17			Qualified	2	3	3	10	10

	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Expected Progress															
3	# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	3	2.3	AVG	
4	# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	3	2.3	AVG	
5	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8																
9	SDR Team															
10	Demo Booked	6	10	12	40	40	60	60	60	60	60	60	60	528	TOTAL	
11	Demo Showed	5	8	10	32	32	48	48	48	48	48	48	48	422	TOTAL	
12	Qualified	4	6	8	26	26	38	38	38	38	38	38	38	338	TOTAL	
13																
14	AE Team															
15	Demo Booked	2	4	5	16	16	24						24	24	211	TOTAL
16	Demo Showed	2	3	4	13	13	19						19	19	169	TOTAL
17	Qualified	2	3	3	10	10	15						15	15		TOTAL
18	Total Qualified	5	9	11	36	36	54						54	54		TOTAL
19																
20	Revenue Attainment															
21	Revenue	\$14,515	\$24,192	\$29,030	\$96,768	\$96,768	\$145,152						5,152	\$145,152	\$1,277,338	TOTAL
22	Cumulative Revenue	\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426						2,186	\$1,277,338		
23	Revenue Goal Remaining	\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574						7,814	\$722,662		
24																
25	Cost of Sales															
26	SDR Comp	\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000							\$20,000	\$20,000	
27	AE Comp	\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	
28	Total Comp	\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	

Assumptions


Revenue Goal	\$2,000,000
Close %	18%
ACV	\$15,000
Show Rate	80%
Qualified Rate	80%
SDR Pay	\$80,000
AE Pay	\$150,000

\$1,277,338


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG	
4	Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG	
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL	
11			Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	80	752	TOTAL
12			Qualified	8	13	31	51	51	64	64	64	64	64	64	64	64	602	TOTAL
13																		
14			AE Team															
15			Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	24	222	TOTAL
16			Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	178	TOTAL
17			Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15	142	TOTAL
18			Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79	744	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL	
22			Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627			
23			Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627			
24																		
25			Cost of Sales															
26			SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333		
27			AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500		
28			Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833		
29			Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500			
30			Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%	33%		
31	Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%					

	A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q	R	
1	Sales Team Calculator				Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note
2	Assumptions			Assumptions														
3	Revenue Goal	\$2,000,000		Revenue Goal	\$2,000,000	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG
4	Close %	18%		Close %	18%	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG
5	ACV	\$15,000		ACV	\$15,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL
6	Show Rate	80%		Show Rate	80%	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL
7	Qualified Rate	80%		Qualified Rate	80%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG
8	SDR Pay	\$80,000		SDR Pay	\$80,000													
9	AE Pay	\$150,000		AE Pay	\$150,000													
10				Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL
11				Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	752	TOTAL
12				Qualified	8	13	31	51	51	64	64	64	64	64	64	64	602	TOTAL
13																		
14				AE Team														
15				Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	222	TOTAL
16				Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	178	TOTAL
17				Qualified	3	5	6	10	10	15	15	15	15	15	15	15	142	TOTAL
18				Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	744	TOTAL
19																		
20				Revenue Attainment														
21				Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL
22				Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627		
23				Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627		
24																		
25				Cost of Sales														
26				SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333		
27				AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500		
28				Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833		
29				Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500		
30				Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%		
31				Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%		



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG	
4	Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG	
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL	
11			Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	80	752	TOTAL
12			Qualified	8	13	31	51	51	64	64	64	64	64	64	64	64	602	TOTAL
13																		
14			AE Team															
15			Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	24	222	TOTAL
16			Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	178	TOTAL
17			Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15	142	TOTAL
18			Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79	744	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL	
22			Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627			
23			Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627			
24																		
25			Cost of Sales															
26			SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333			
27			AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500			
28			Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833			
29			Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500			
30			Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%			
31			Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%			

Sales Team Calculator		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note			
Assumptions		Expected Progress																
Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG		
Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG		
ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL		
Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL		
Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG		
SDR Pay	\$80,000	ORIGINAL																
AE Pay	\$150,000	Expected Progress																
		# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	3	2.3	AVG		
		# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	3	2.3	AVG		
		SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
		AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
		Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
		Demo Booked	9	9	10	10	10	14	14	14	14	14	14	14	14	14	14	TOTAL
		Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	19	176	TOTAL
		Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15	142	TOTAL	
		Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79	744	TOTAL	
		Revenue Attainment		Revenue														
Revenue		\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL		
Cumulative Revenue		\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627					
Revenue Goal Remaining		\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627					
Cost of Sales		SDR Comp																
SDR Comp		\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333				
AE Comp		\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500					
Total Comp		\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833					
Cumulative Total Comp		\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500					
Cost of Sales		132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%					
Cumulative Cost of Sales		132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%					

	A	B	D	E	F	G	H	J	K	L	M	N	O	P	Q	R		
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG	
4	Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG	
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL	
11			Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	80	752	TOTAL
12			Qualified	8	13	31	51	51	64	64	64	64	64	64	64	64	602	TOTAL
13																		
14			AE Team															
15			Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	24	222	TOTAL
16			Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	178	TOTAL
17			Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15		AL
18			Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79		AL
19																		
20			Revenue Attainment															
21			Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL	
22			Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627			
23			Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627			
24																		
25			Cost of Sales															
26			SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333			
27			AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500			
28			Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833			
29			Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500			
30			Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%			
31			Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%			

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator				Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
4	Close %	18%	# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	6	10	12	40	40	60	60	60	60	60	60	60	60	528	TOTAL
11			Demo Showed	5	8	10	32	32	48	48	48	48	48	48	48	48	422	TOTAL
12			Qualified	4	6	8	26	26	38	38	38	38	38	38	38	38	338	TOTAL
13																		
14			AE Team															
15			Demo Booked	2	4	5	16	16	24	24	24	24	24	24	24	24	211	TOTAL
16			Demo Showed	2	3	4	13	13	19	19	19	19	19	19	19	19	169	TOTAL
17			Qualified	2	3	3	10	10	15	15	15	15	15	15	15	15	135	TOTAL
18			Total Qualified	5	9	11	36	36	54	54	54	54	54	54	54	54	473	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$14,515	\$24,192	\$29,030	\$96,768	\$96,768	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$1,277,338	TOTAL
22			Cumulative Revenue	\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426	\$551,578	\$696,730	\$841,882	\$987,034	\$1,132,186	\$1,277,338			
23			Revenue Goal Remaining	\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574	\$1,448,422	\$1,303,270	\$1,158,118	\$1,012,966	\$867,814	\$722,662			
24																		
25			Cost of Sales															
26			SDR Comp	\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000		
27			AE Comp	\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500		
28			Total Comp	\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500		
29			Cumulative Total Comp	\$19,167	\$38,333	\$57,500	\$95,833	\$134,167	\$191,667	\$249,167	\$306,667	\$364,167	\$421,667	\$479,167	\$536,667			
30			Cost of Sales	132%	79%	66%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%		
31			Cumulative Cost of Sales	132%	99%	85%	58%	51%	47%	45%	44%	43%	43%	42%	42%			





	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator				Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
4	Close %	18%	# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	6	10	12	40	40	60	60	60	60	60	60	60	60	528	TOTAL
11			Demo Showed	5	8	10	32	32	48	48	48	48	48	48	48	48	422	TOTAL
12			Qualified	4	6	8	26	26	38	38	38	38	38	38	38	38	338	TOTAL
13																		
14			AE Team															
15			Demo Booked	2	4	5	16	16	24	24	24	24	24	24	24	24	211	TOTAL
16			Demo Showed	2	3	4	13	13	19	19	19	19	19	19	19	19	169	TOTAL
17			Qualified	2	3	3	10	10	15	15	15	15	15	15	15	15	135	TOTAL
18			Total Qualified	5	9	11	36	36	54	54	54	54	54	54	54	54	473	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$14,515	\$24,192	\$29,030	\$96,768	\$96,768	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$1,277,338	TOTAL
22			Cumulative Revenue	\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426	\$551,578	\$696,730	\$841,882	\$987,034	\$1,132,186	\$1,277,338			
23			Revenue Goal Remaining	\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574	\$1,448,422	\$1,303,270	\$1,158,118	\$1,012,966	\$867,814	\$722,662			
24																		
25			Cost of Sales															
26			SDR Comp	\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000		
27			AE Comp	\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500		
28			Total Comp	\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500		
29			Cumulative Total Comp	\$19,167	\$38,333	\$57,500	\$95,833	\$134,167	\$191,667	\$249,167	\$306,667	\$364,167	\$421,667	\$479,167	\$536,667			
30			Cost of Sales	132%	79%	66%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%		
31			Cumulative Cost of Sales	132%	99%	85%	58%	51%	47%	45%	44%	43%	43%	42%	42%			



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator				Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
4	Close %	18%	# AEs on Team	1	1	1	2	2	3	3	3	3	3	3	3	3	2.3	AVG
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	6	10	12	40	40	60	60	60	60	60	60	60	60	528	TOTAL
11			Demo Showed	5	8	10	32	32	48	48	48	48	48	48	48	48	422	TOTAL
12			Qualified	4	6	8	26	26	38	38	38	38	38	38	38	38	338	TOTAL
13																		
14			AE Team															
15			Demo Booked	2	4	5	16	16	24	24	24	24	24	24	24	24	211	TOTAL
16			Demo Showed	2	3	4	13	13	19	19	19	19	19	19	19	19	169	TOTAL
17			Qualified	2	3	3	10	10	15	15	15	15	15	15	15	15	135	TOTAL
18			Total Qualified	5	9	11	36	36	54	54	54	54	54	54	54	54	473	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$14,515	\$24,192	\$29,030	\$96,768	\$96,768	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$145,152	\$1,277,338	TOTAL
22			Cumulative Revenue	\$14,515	\$38,707	\$67,738	\$164,506	\$261,274	\$406,426	\$551,578	\$696,730	\$841,882	\$987,034	\$1,132,186	\$1,277,338			
23			Revenue Goal Remaining	\$1,985,485	\$1,961,293	\$1,932,262	\$1,835,494	\$1,738,726	\$1,593,574	\$1,448,422	\$1,303,270	\$1,158,118	\$1,012,966	\$867,814	\$722,662			
24																		
25			Cost of Sales															
26			SDR Comp	\$6,667	\$6,667	\$6,667	\$13,333	\$13,333	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000		
27			AE Comp	\$12,500	\$12,500	\$12,500	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500		
28			Total Comp	\$19,167	\$19,167	\$19,167	\$38,333	\$38,333	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500	\$57,500		
29			Cumulative Total Comp	\$19,167	\$38,333	\$57,500	\$95,833	\$134,167	\$191,667	\$249,167	\$306,667	\$364,167	\$421,667	\$479,167	\$536,667			
30			Cost of Sales	132%	79%	66%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
31			Cumulative Cost of Sales	132%	99%	85%	58%	51%	47%	45%	44%	43%	43%	42%	42%			



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG	
4	Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG	
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL	
11			Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	80	752	TOTAL
12			Qualified	8	13	31	51	51	64	64	64	64	64	64	64	64	602	TOTAL
13																		
14			AE Team															
15			Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	24	222	TOTAL
16			Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	178	TOTAL
17			Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15	142	TOTAL
18			Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79	744	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL	
22			Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627			
23			Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627			
24																		
25			Cost of Sales															
26			SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333			
27			AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500			
28			Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833			
29			Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667	\$727,500			
30			Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%			
31			Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%			

	A	B	D	E	F	G	H	J	K	L	M	N	O	P	Q	R		
1	Sales Team Calculator			Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total/Avg	Note	
2	Assumptions		Expected Progress															
3	Revenue Goal	\$2,000,000	# SDRs on Team	2	2	4	4	4	5	5	5	5	5	5	5	4.3	AVG	
4	Close %	18%	# AEs on Team	2	2	2	2	2	3	3	3	3	3	3	3	2.6	AVG	
5	ACV	\$15,000	SDR Target Activity	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	TOTAL	
6	Show Rate	80%	AE Target Activity	800	800	800	800	800	800	800	800	800	800	800	800	9,600	TOTAL	
7	Qualified Rate	80%	Act to Demo %	0.30%	0.50%	0.60%	1.00%	1.00%	1.00%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.87%	AVG	
8	SDR Pay	\$80,000																
9	AE Pay	\$150,000	SDR Team															
10			Demo Booked	12	20	48	80	80	100	100	100	100	100	100	100	940	TOTAL	
11			Demo Showed	10	16	38	64	64	80	80	80	80	80	80	80	80	752	TOTAL
12			Qualified	8	13	31	51	51	64	64	64	64	64	64	64	64	602	TOTAL
13																		
14			AE Team															
15			Demo Booked	5	8	10	16	16	24	24	24	24	24	24	24	24	222	TOTAL
16			Demo Showed	4	6	8	13	13	19	19	19	19	19	19	19	19	178	TOTAL
17			Qualified	3	5	6	10	10	15	15	15	15	15	15	15	15	142	TOTAL
18			Total Qualified	11	18	37	61	61	79	79	79	79	79	79	79	79	744	TOTAL
19																		
20			Revenue Attainment															
21			Revenue	\$29,030	\$48,384	\$99,533	\$165,888	\$165,888	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$214,272	\$2,008,627	TOTAL	
22			Cumulative Revenue	\$29,030	\$77,414	\$176,947	\$342,835	\$508,723	\$722,995	\$937,267	\$1,151,539	\$1,365,811	\$1,580,083	\$1,794,355	\$2,008,627			
23			Revenue Goal Remaining	\$1,970,970	\$1,922,586	\$1,823,053	\$1,657,165	\$1,491,277	\$1,277,005	\$1,062,733	\$848,461	\$634,189	\$419,917	\$205,645	-\$8,627			
24																		
25			Cost of Sales															
26			SDR Comp	\$13,333	\$13,333	\$26,667	\$26,667	\$26,667	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333	\$33,333			
27			AE Comp	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500			
28			Total Comp	\$38,333	\$38,333	\$51,667	\$51,667	\$51,667	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833	\$70,833			
29			Cumulative Total Comp	\$38,333	\$76,667	\$128,333	\$180,000	\$231,667	\$302,500	\$373,333	\$444,167	\$515,000	\$585,833	\$656,667				
30			Cost of Sales	132%	79%	52%	31%	31%	33%	33%	33%	33%	33%	33%	33%	33%		
31			Cumulative Cost of Sales	132%	99%	73%	53%	46%	42%	40%	39%	38%	37%	37%	36%			

Let's jump into "IMPROVE"

I'm going to show you

Metrics

- ✓ Step 2: Measure what matters

Performance

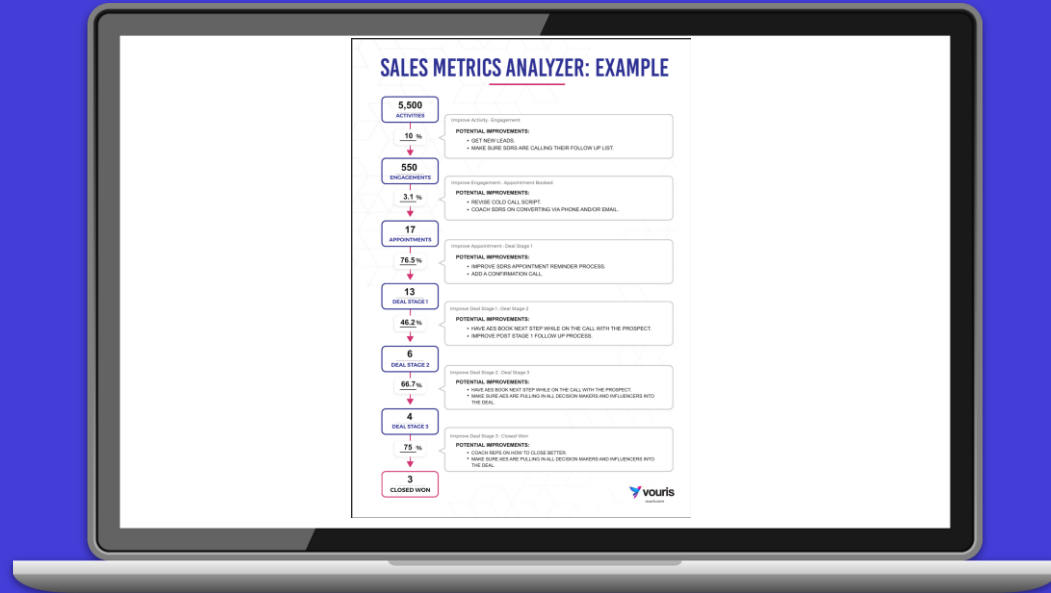
- ✓ How to track your teams performance

Sales Data

- ✓ How to analyze sales data to improve performance



STEP 2: Measure What Matters



5,500

ACTIVITIES

10 %

Improve Activity : Engagement

POTENTIAL IMPROVEMENTS:

- GET NEW LEADS.
- MAKE SURE SDRS ARE CALLING THEIR FOLLOW UP LIST.

550

ENGAGEMENTS

3.1 %

Improve Engagement : Appointment Booked

POTENTIAL IMPROVEMENTS:

- REVISE COLD CALL SCRIPT.
- COACH SDRS ON CONVERTING VIA PHONE AND/OR EMAIL.

17

APPOINTMENTS

76.5 %

Improve Appointment : Deal Stage 1

POTENTIAL IMPROVEMENTS:

- IMPROVE SDRS APPOINTMENT REMINDER PROCESS.
- ADD A CONFIRMATION CALL.

17

APPOINTMENTS

76.5%

Improve Appointment : Deal Stage 1

POTENTIAL IMPROVEMENTS:

- IMPROVE SDRS APPOINTMENT REMINDER PROCESS.
- ADD A CONFIRMATION CALL.

13

DEAL STAGE 1

46.2%

Improve Deal Stage 1 : Deal Stage 2

POTENTIAL IMPROVEMENTS:

- HAVE AES BOOK NEXT STEP WHILE ON THE CALL WITH THE PROSPECT.
- IMPROVE POST STAGE 1 FOLLOW UP PROCESS.

6

DEAL STAGE 2

66.7%

Improve Deal Stage 2 : Deal Stage 3

POTENTIAL IMPROVEMENTS:

- HAVE AES BOOK NEXT STEP WHILE ON THE CALL WITH THE PROSPECT.
- MAKE SURE AES ARE PULLING IN ALL DECISION MAKERS AND INFLUENCERS INTO THE DEAL.



- HAVE AES BOOK NEXT STEP WHILE ON THE CALL WITH THE PROSPECT.
- IMPROVE POST STAGE 1 FOLLOW UP PROCESS.

Improve Deal Stage 2 : Deal Stage 3

POTENTIAL IMPROVEMENTS:

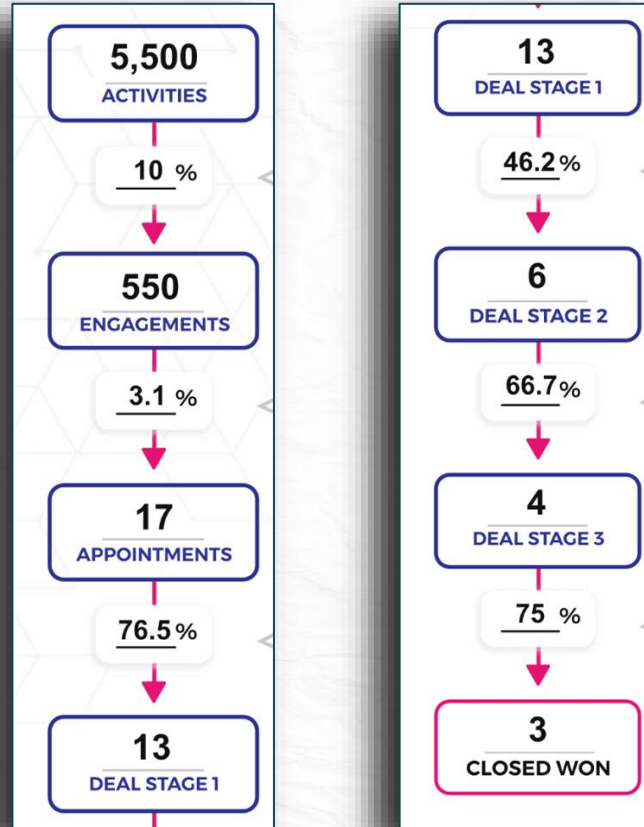
- HAVE AES BOOK NEXT STEP WHILE ON THE CALL WITH THE PROSPECT.
- MAKE SURE AES ARE PULLING IN ALL DECISION MAKERS AND INFLUENCERS INTO THE DEAL.

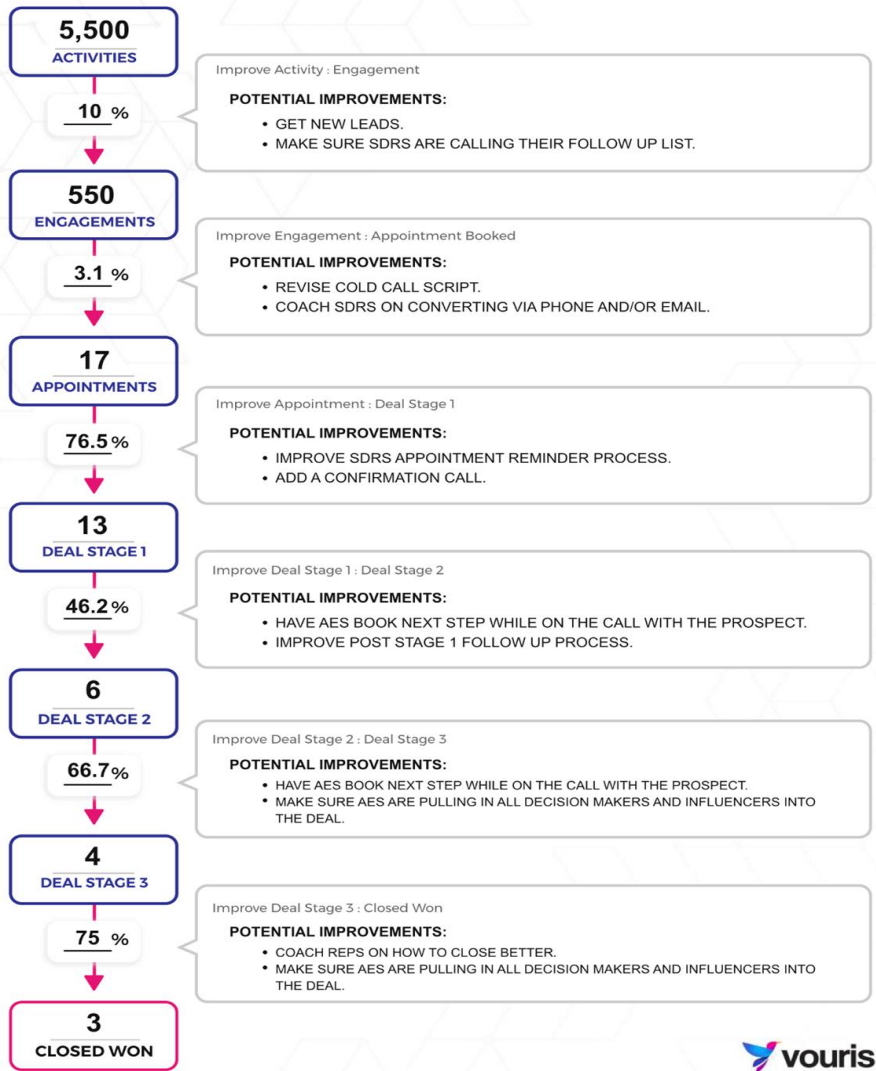
Improve Deal Stage 3 : Closed Won

POTENTIAL IMPROVEMENTS:

- COACH REPS ON HOW TO CLOSE BETTER.
- MAKE SURE AES ARE PULLING IN ALL DECISION MAKERS AND INFLUENCERS INTO THE DEAL.

Where Would You Focus?

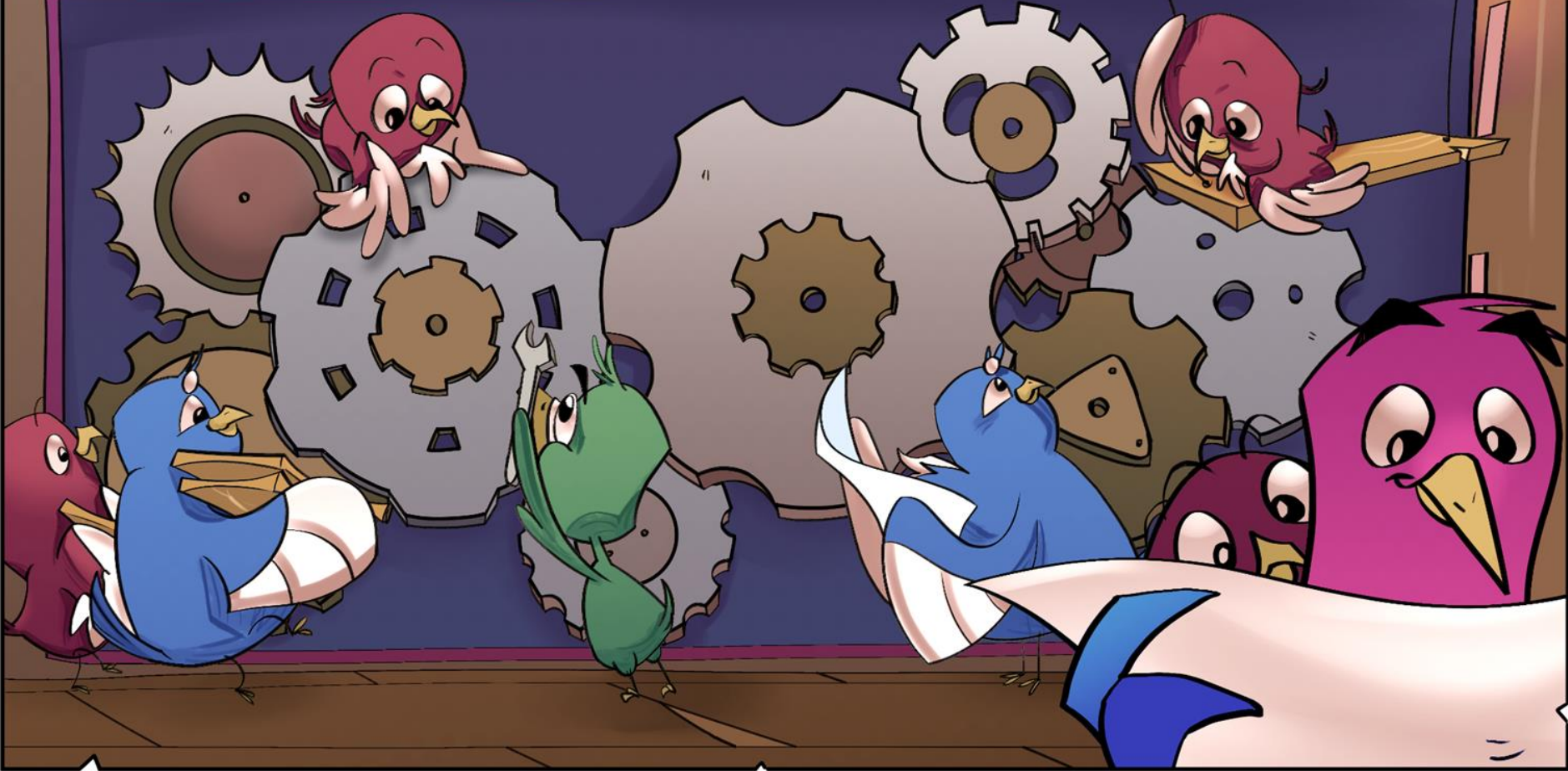




Conclusion



You're developing a complex org



Over the last 20 minutes, I showed you

Plan

- ✓ Facing struggling sales teams
- ✓ The curse of the fragile sales team
- ✓ The two steps to creating an anti-fragile sales team

Build

- ✓ Is sales a numbers game?
- ✓ How to create your perfect sales team
- ✓ Why team composition matters

Improve

- ✓ The 7 metrics behind sales effectiveness
- ✓ How to track your teams performance
- ✓ How to analyze sales data to improve performance



Get the materials 

The collage features several digital marketing resources:

- Desktop Monitor:** Displays a video titled "SALES METRICS TRAINING" showing a man in a dark shirt standing in front of a whiteboard with handwritten notes and data charts.
- Tablet:** Displays a video titled "SALES TEAM MONEYBALL BUNDLE" with a blue background and yellow text.
- Book:** "COLD TO COMMITTED" by Kyle Vamvouris, with the subtitle "Your guide to becoming a top performing sales development representative".
- Another Tablet:** Displays a video titled "AE FUNDAMENTALS COURSE" featuring a man with glasses speaking into a microphone.
- Another Tablet:** Displays a document titled "THE GOLDEN SCRIPT THE PERMISSION-BASED" with various text sections.

