



Presenter: Joni Girardi, DataSelf Founder & CEO

How to make your sales team's interactions with customers more educated, targeted and efficient?

Agenda

- Powerful metrics for sales management
- Critical role of data for maximizing sales
- How to engage salespeople with analytics
- Q&A

Powerful metrics for sales management

“Cracking the Sales Management Code” by Jason Jordan

Key metrics for effective sales management

Can we manage this metric?

Three types of sales metrics

- **Sales activities** (ex.: calls, emails, visits)
Metrics for managing; can be controlled
- **Sales objectives** (ex.: # of opps, opp stage)
Metrics for diagnosis and planning; can be influenced
- **Business results** (ex.: revenues)
Metrics for reporting; not controllable

Three types of sales metrics

- 17% • **Sales activities** (ex.: calls)
Metrics for managing; can be controlled
- 59% • **Sales objectives** (ex.: # of opportunities)
Metrics for diagnosis and planning; can be influenced
- 24% • **Business results** (ex.: revenues)
Metrics for reporting; not controllable;

Product Demo P-1

- **Examples of sales manager dashboards**

The critical role of data for maximizing sales (salesrep perspectives)

Great sales reps are:

- Competitive
- Numbers driven
- Curious

What's important for a rep?

What's motivating?

- Learn and share from high performers
- Commission component based on team performance
- Make it easy to monitor progress and goals
- Check what other companies are doing
- DataSelf's 3,000+ sales KPIs

Quota Dashboard

Company Total



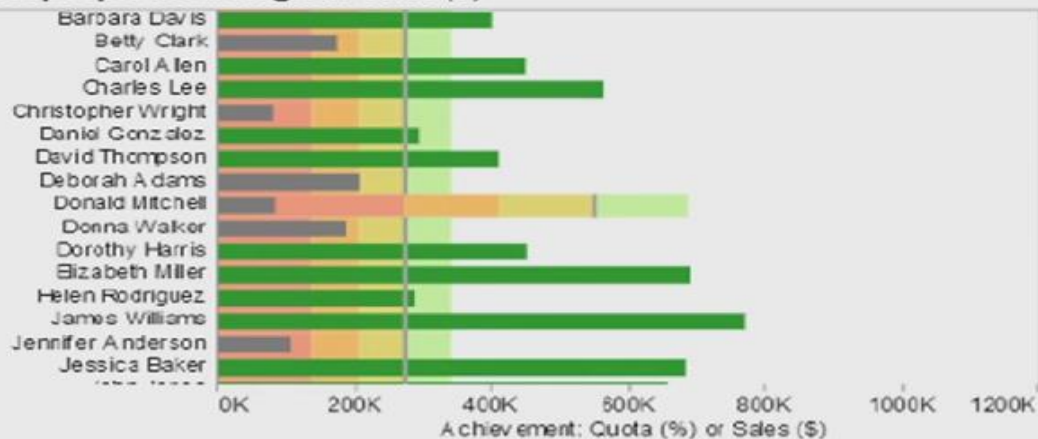
Regional Total (click to see salespeople in region)



Stats- All

# of Sales People	41
# Hitting Quota	27
% Hitting Quota	65.9%
% of Sales by Quota Hitters	86.6%
Quota \$	\$11,825K
Sales \$	\$15,603K
Avg. Quota	\$275K
Avg. Sales per Person	\$380,558

Salespeople in All Region: Sales (\$)



View by Quota (%) or Sales (\$)

 %

 \$

Hit Quota

 No

 Yes

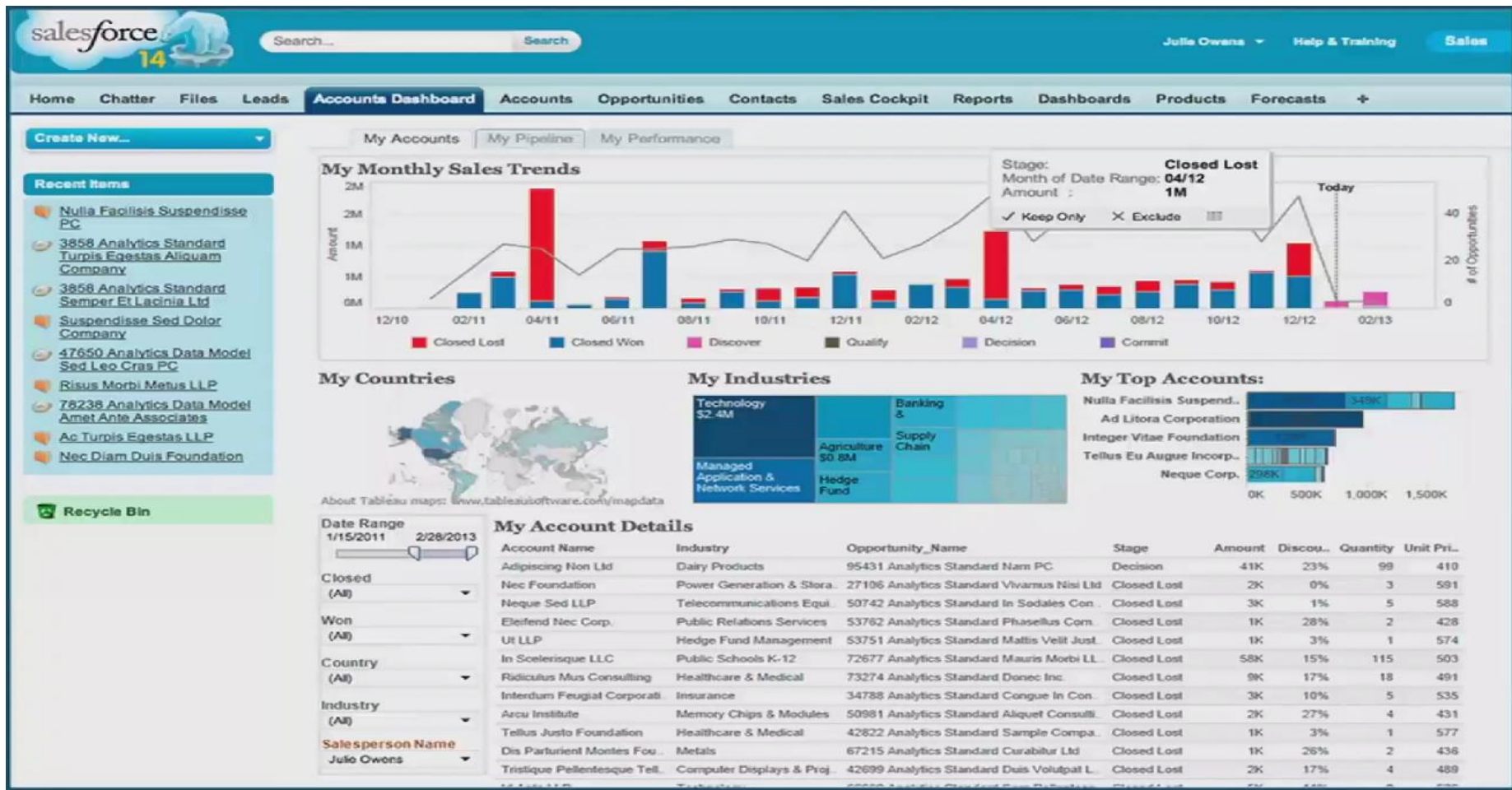


Product Demo P-2

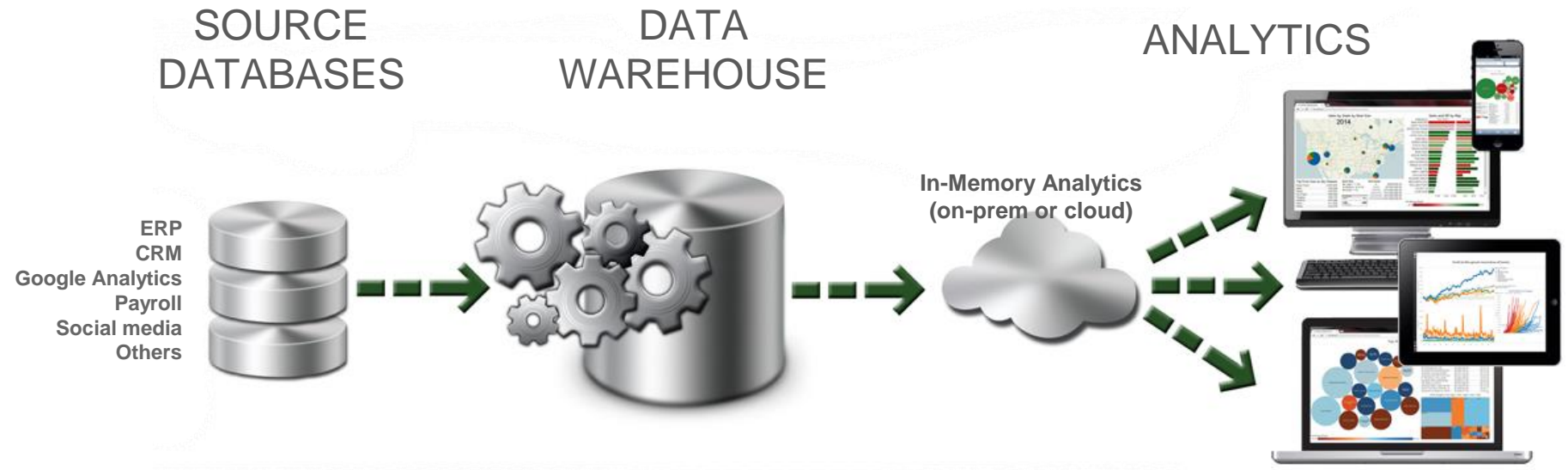
- **Examples of sales rep dashboards**

How to engage salespeople with analytics

- Focus first on reps excited about analytics
- Learn with them what makes a difference
- Nurture team performance culture
- Incorporate relevant metrics into sales process
- Make it easy to access analytics



DataSelf Analytics Architecture



5,000+
reports, dashboards & KPI's



Product Demo P-3

- Ad hoc analysis

What's next?

- **Learn more about analytics for sales**
- **DataSelf analytics demo**



Q&A



Thank you!

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