



RevenueTEK^{⚙️⚙️⚙️}

**The elements of a sustainable,
data-fueled, high-performance
marketing and sales pipeline.**

What i'm about to tell you is gonna change your life forever. Are you really sure you want to know it?



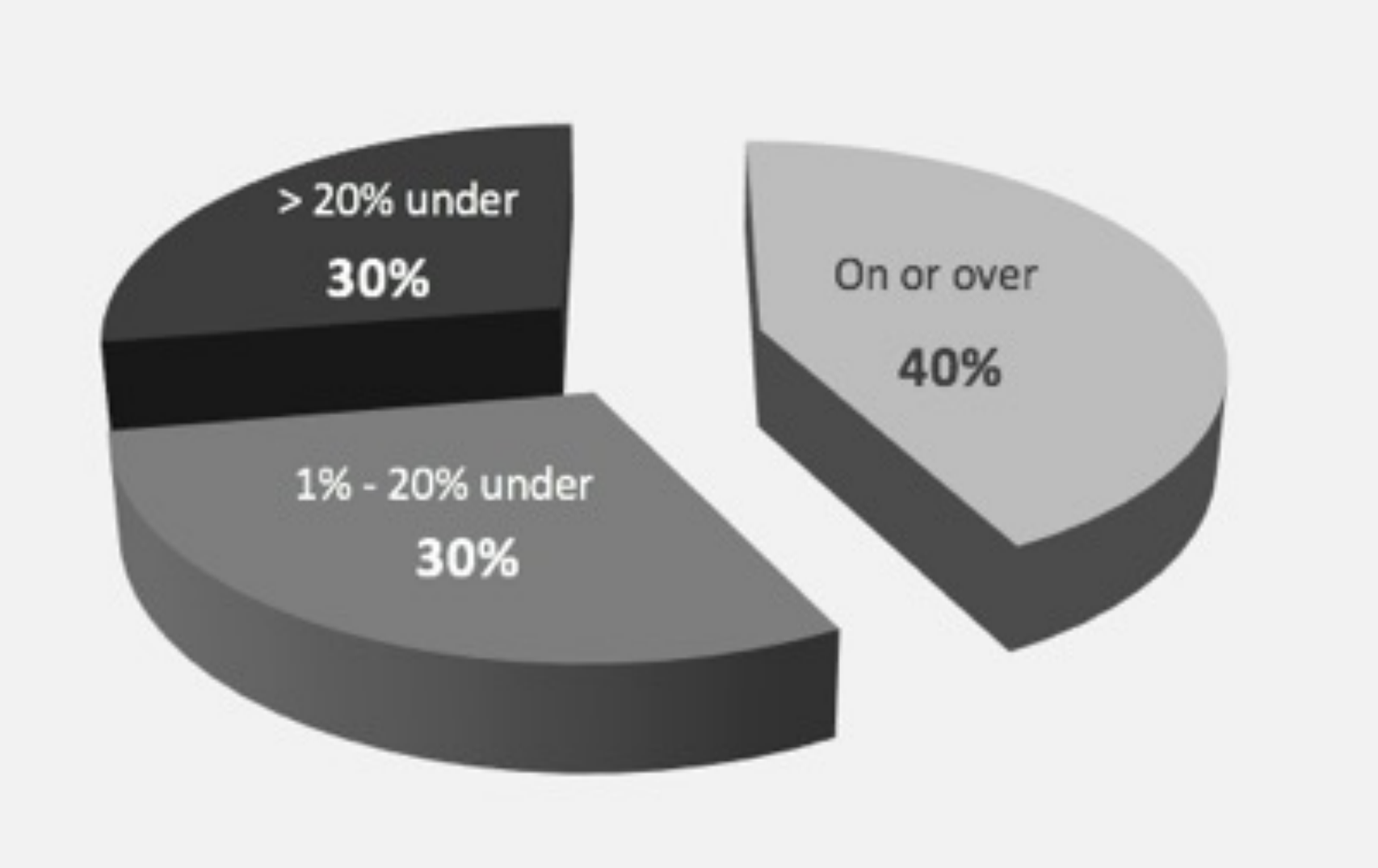
Globally only **1 in 250** sales people was achieving their sales target.

80% of sales people were making **48% or less** of target.

Less than 10% of sales meetings were resulting in sales (F2F or online).

AND THAT WAS **BEFORE** COVID-19!

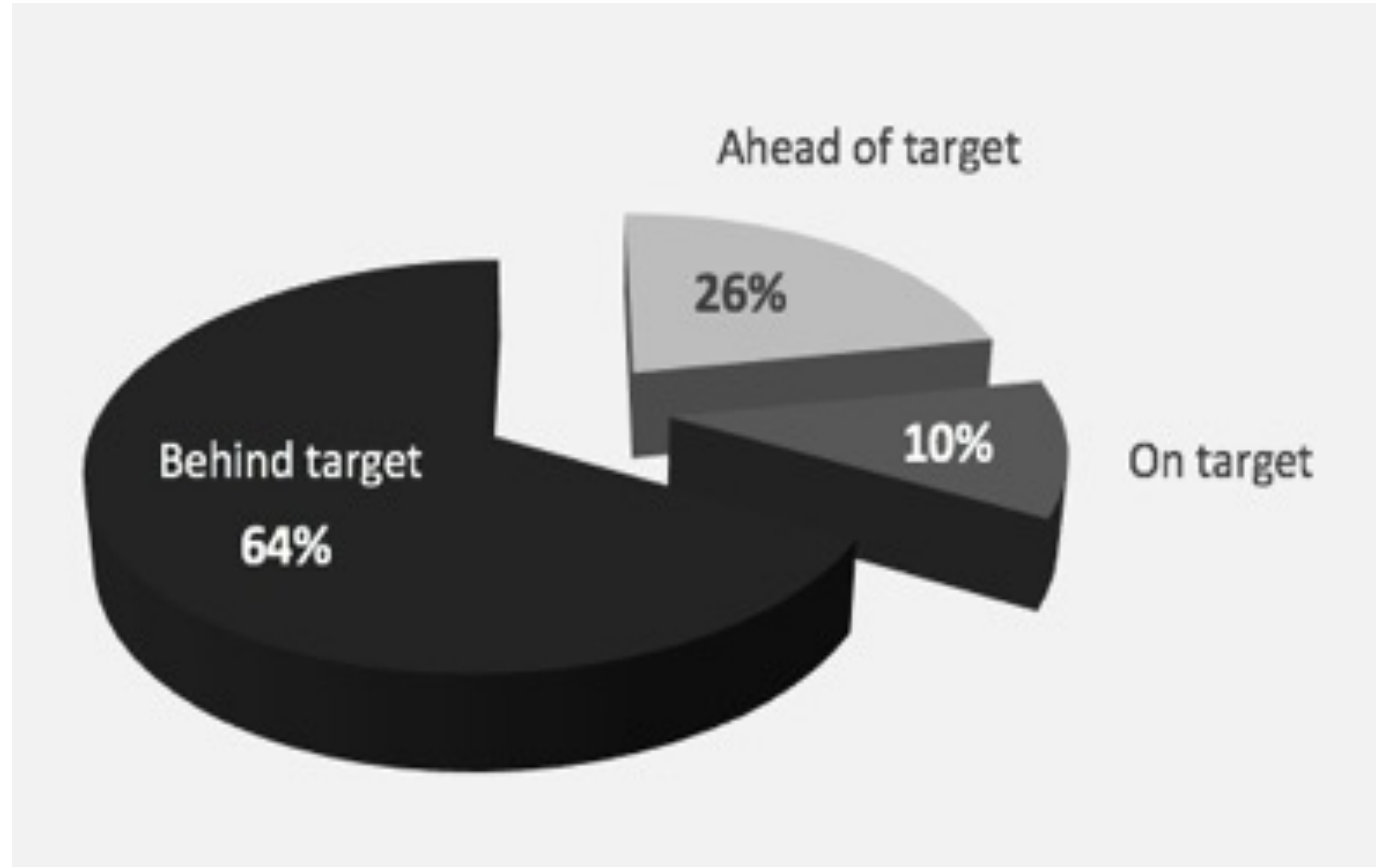
More BDM's and sales rep's than ever routinely **FAIL TO MAKE TARGET**



Percentage of BDM's and sales rep's who achieve quota.

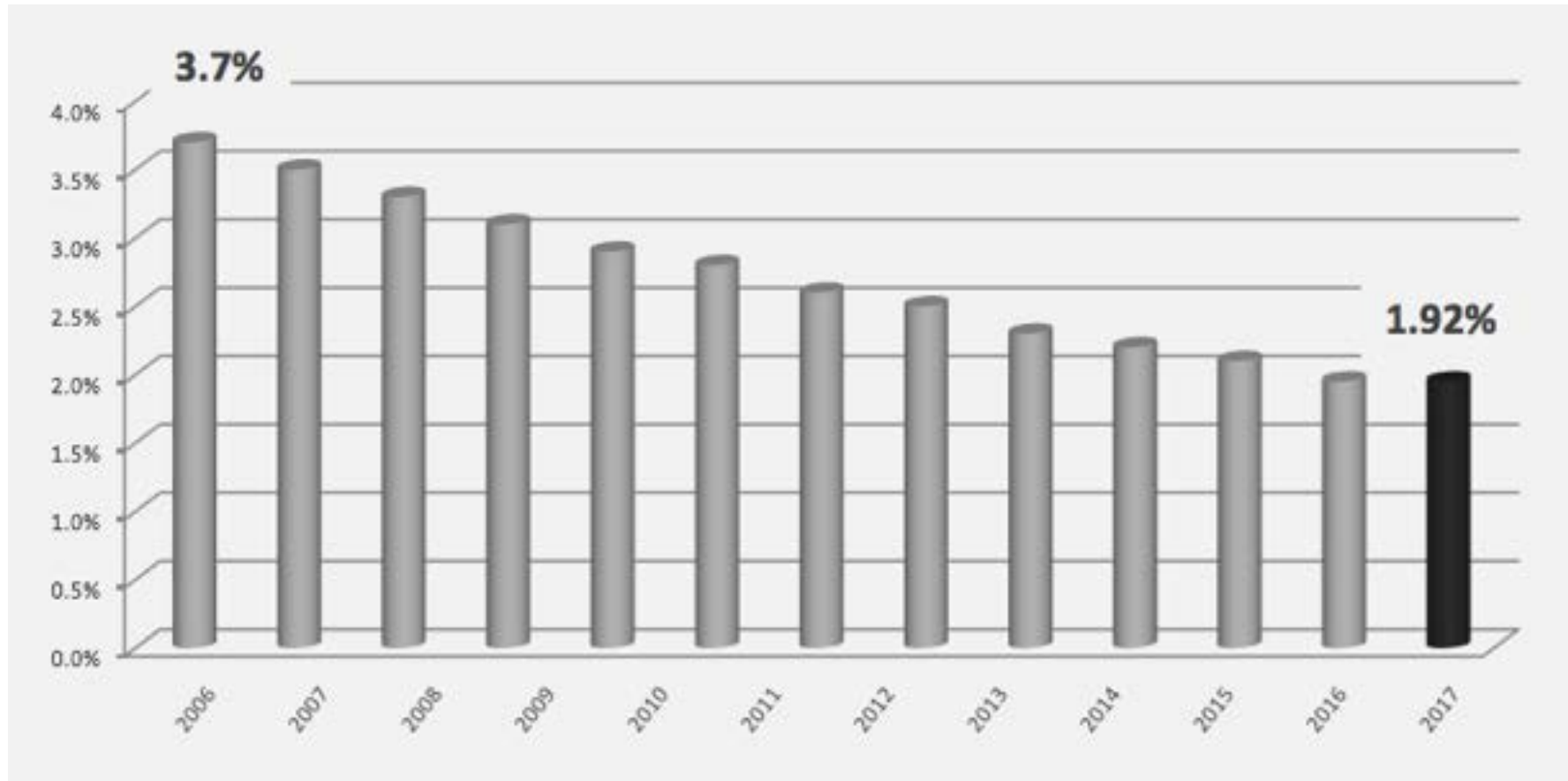
Source: 2018 RevenueTEK Revenue Performance Index © All rights reserved.

Only **36%** OF ORGANISATIONS hit their sales target



Source: RevenueTEK Revenue Performance Index © All rights reserved.

The End-To-End **PIPELINE CLOSURE RATE** is now **1.92%**

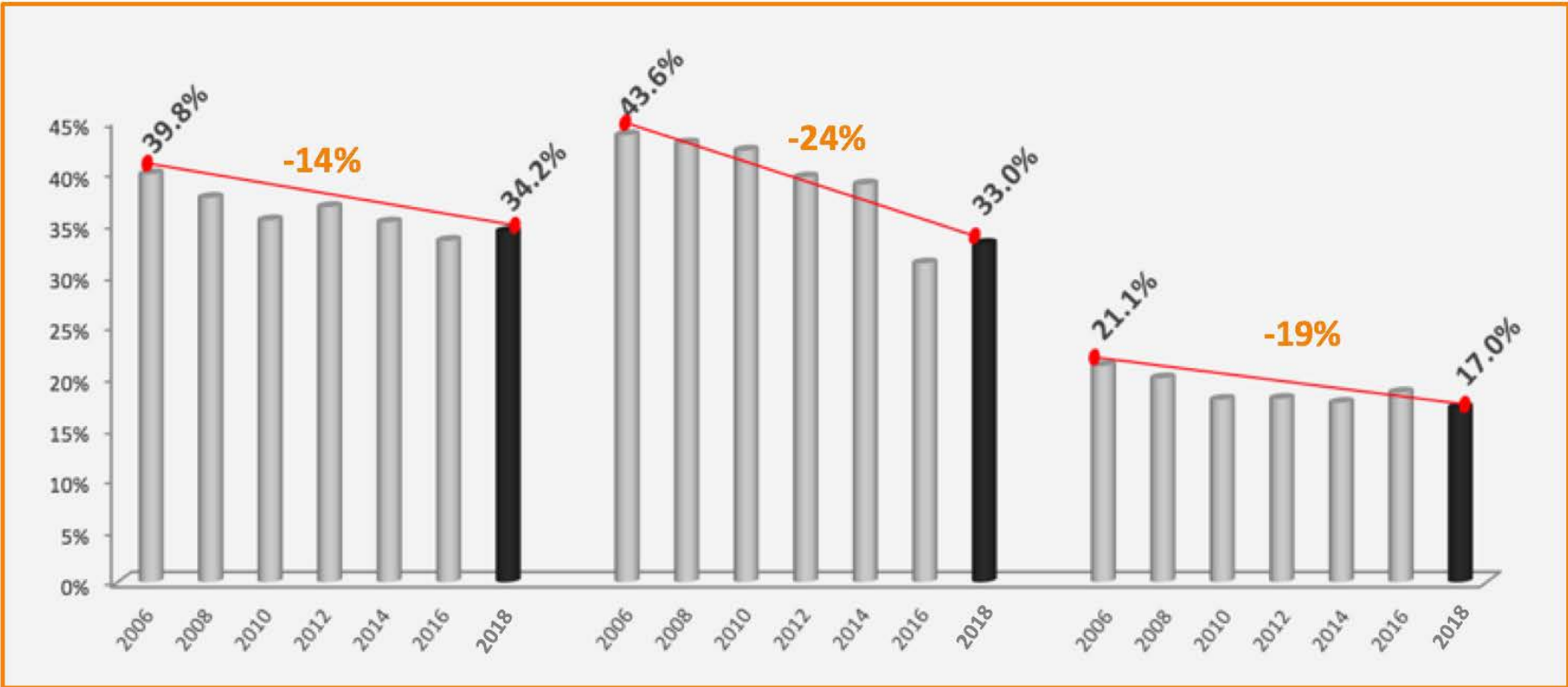


CONVERSION at each major stage has been in DECLINE for some time.

A % of leads resulting in Meetings / appointments

B % of meetings leading to presentations/proposals

C % of proposals / offers resulting in closed sales



$A \times B \times C (2011) = 1.92\%$

Marketing and Selling was once nicely **SIMPLE** and **LINEAR** when sellers held the **INFORMATION POWER**.



For the last 40 years, the standard solutions offered by consultants and vendors to improve sales and revenue performance have focused on sales training, manager coaching and installing Customer Relationship Management systems – each depending for success upon application by the individual sales people or their managers.

Notwithstanding staff attrition and redeployment one would reasonably have expected that organisations employing one or all of these approaches would by now have solved their performance issues and now be enjoying double-digit year on year growth.

Of course they are not. Sales Directors still struggle with many of the same sales performance issues as their predecessors faced four decades ago.



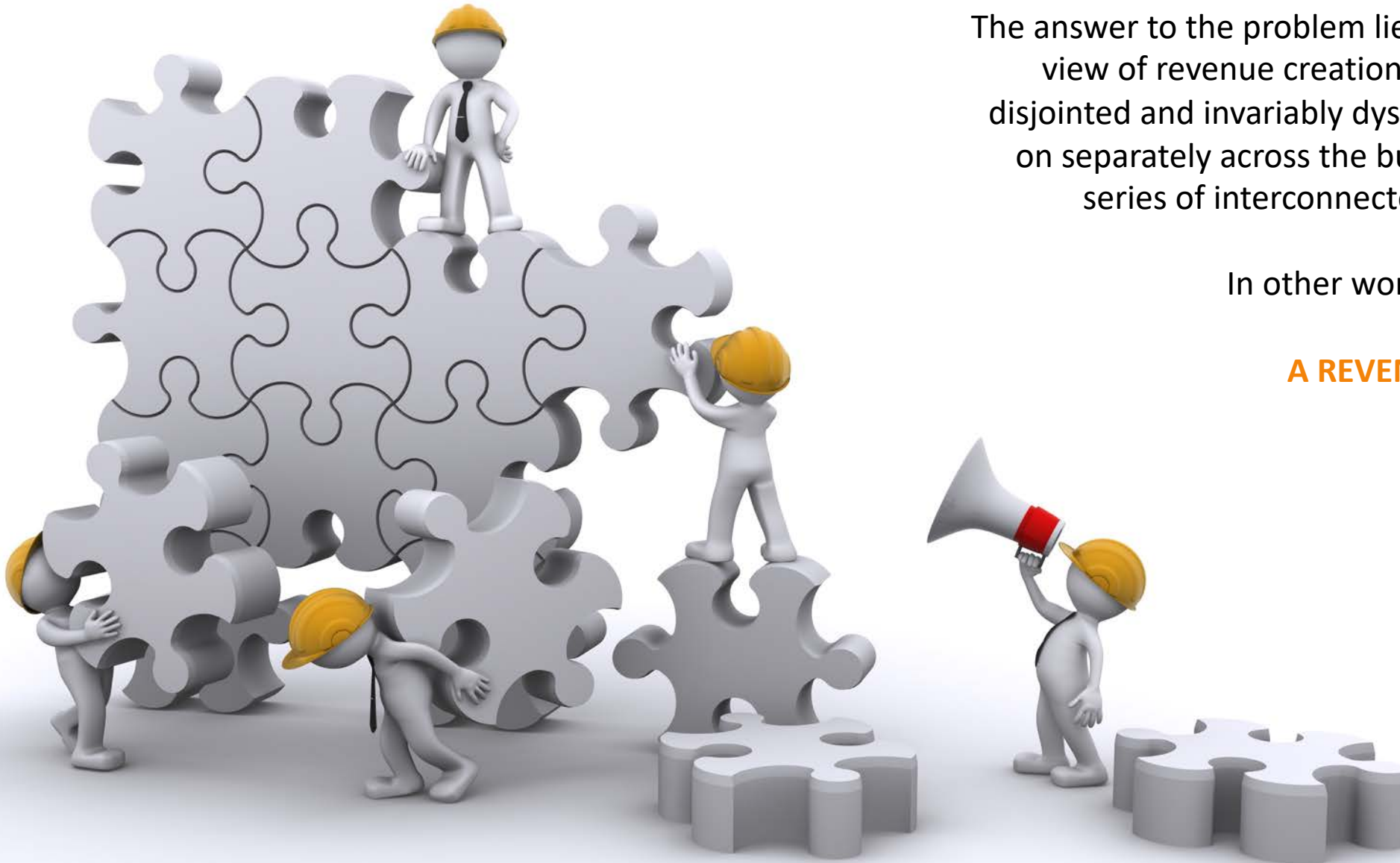
Our research and work with clients around the world suggests **FIVE CORE FACTORS** driving revenue stress in organisations.



The answer to the problem lies in changing the accepted view of revenue creation from one of disconnected, disjointed and invariably dysfunctional activities carried on separately across the business – into an integrated series of interconnected, complementary events.

In other words – a **BUSINESS PROCESS.**

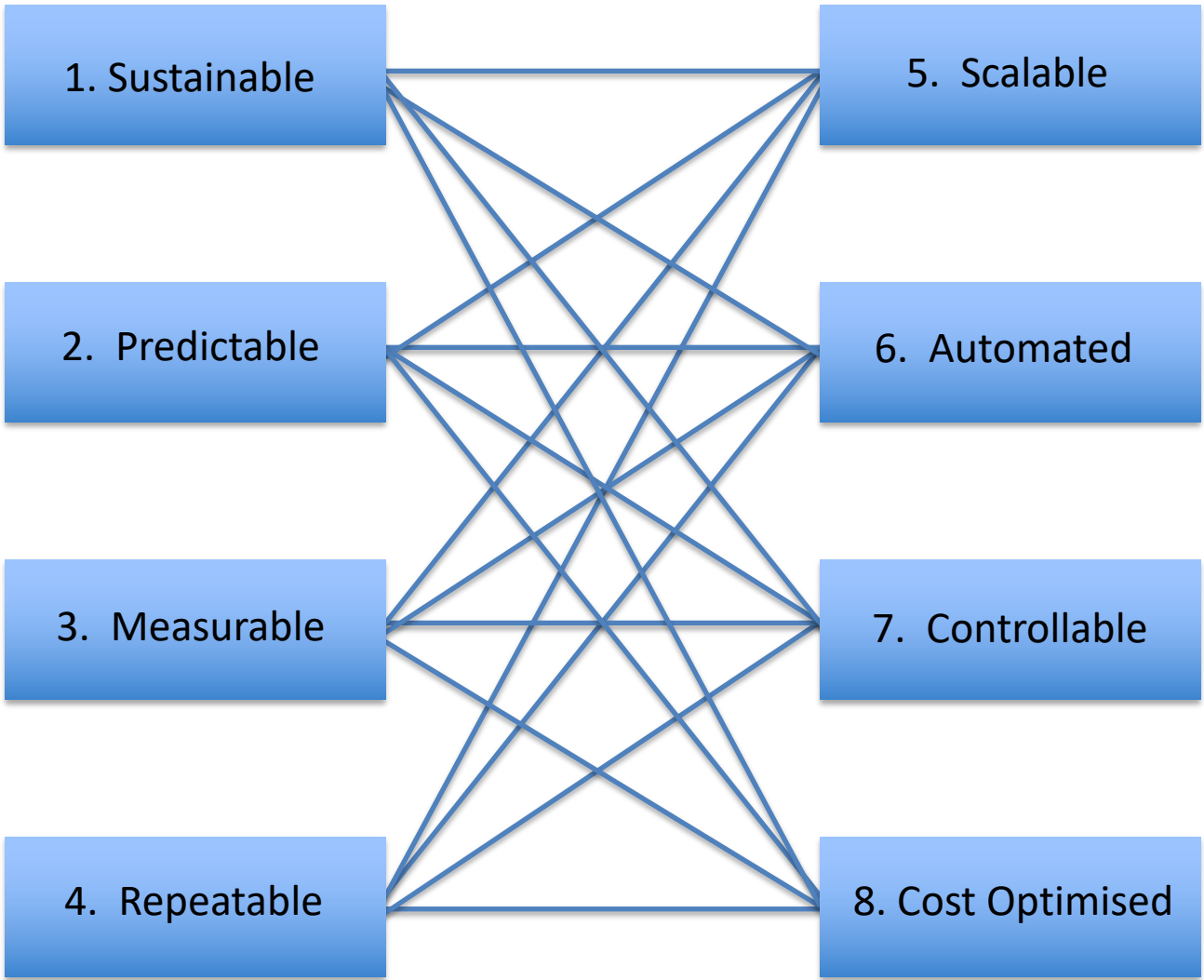
A REVENUE GENERATING SYSTEM.



SO WHAT IS A ...

“Revenue Generation System”







HOW WOULD I

BUILD

ONE OF THOSE?

THERE ARE 7 STEPS



- Who are your buyers?
- Where are they?
- What do they like?
- What do they dislike?
- What problems and needs do they have?
- What are they trying to do?

1. Understand

2. Design

3. Align

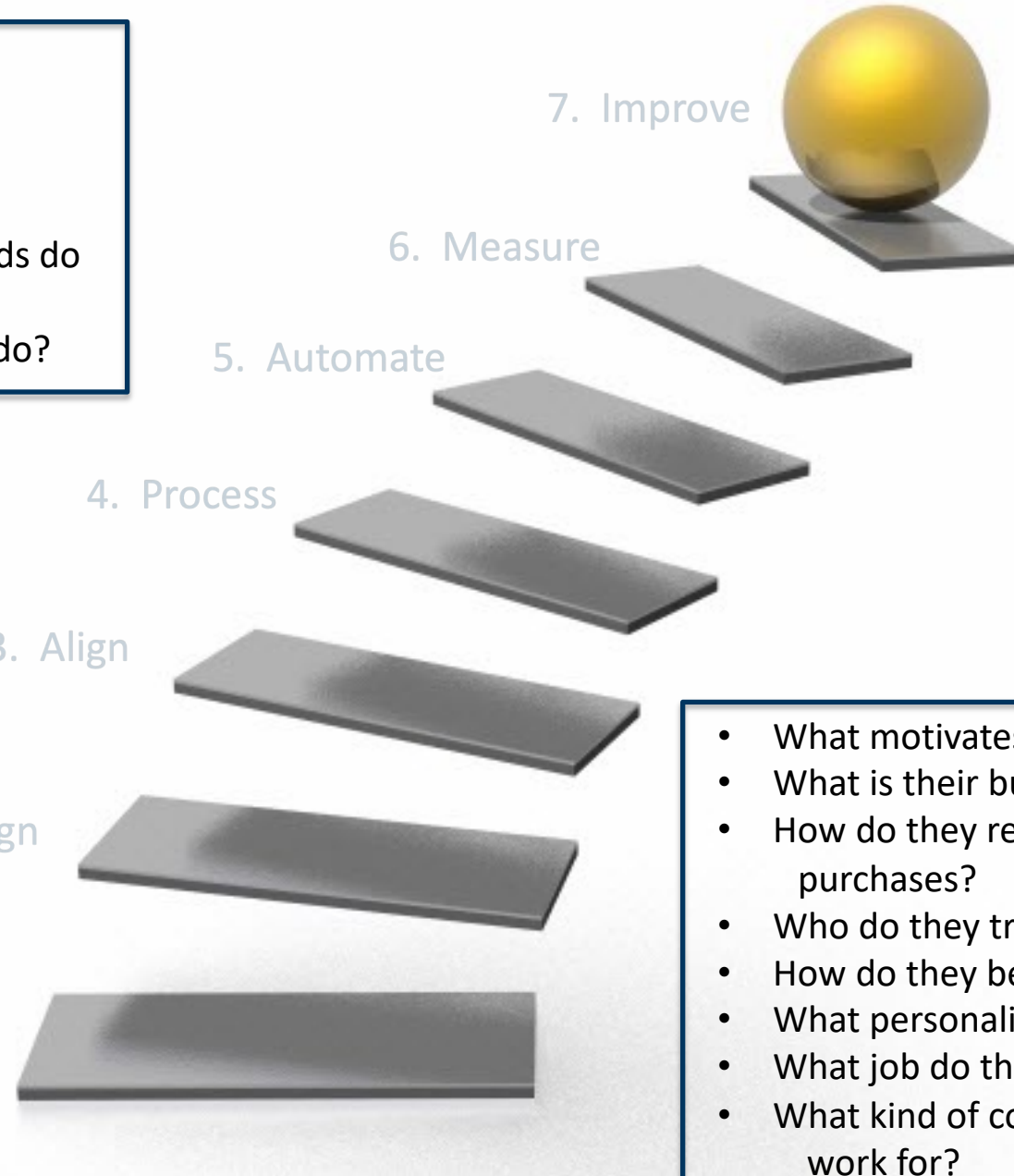
4. Process

5. Automate

6. Measure

7. Improve

- What motivates them to buy?
- What is their buying journey?
- How do they research their purchases?
- Who do they trust and listen to?
- How do they behave?
- What personalities do they have?
- What job do they have?
- What kind of company do they work for?



Before you do anything, you also need to understand....

- What are your strengths?
- What are your weaknesses?
- What should you do more of?
- What should you do less of?
- What should you stop doing altogether?
- Where should you start?

This is a RevenueTEK RT3 Revenue System Heatmap. It answers these Important questions – and many others.

[Click here to see more about it.](#)



2. Troubled, Anxious
or Concerned

4. Clarifying
Needs

6. Rationalise
& Shortlist

8. Purchase

7. Select

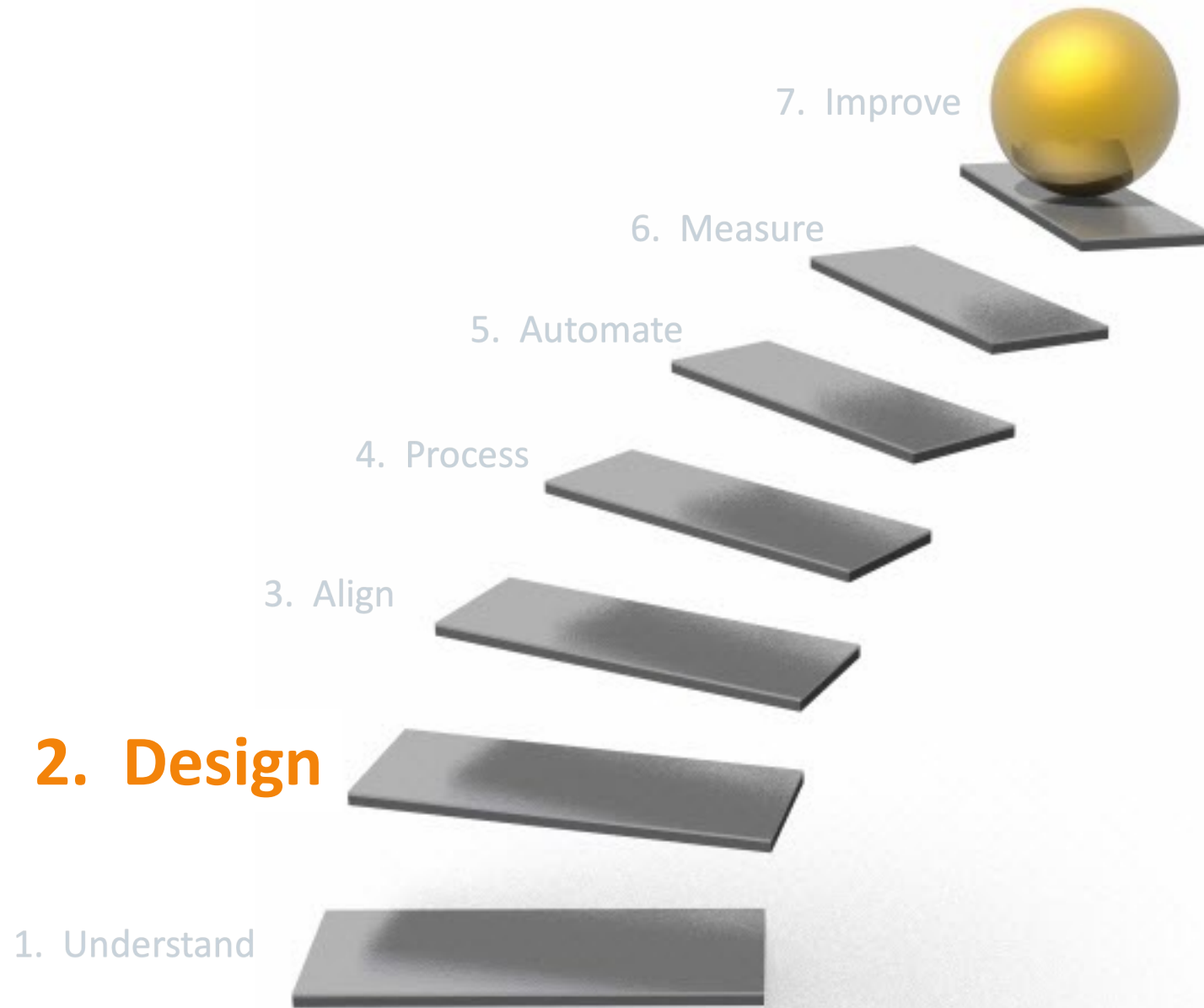
5. Invite & Receive
Offers

3. Researching
Problem

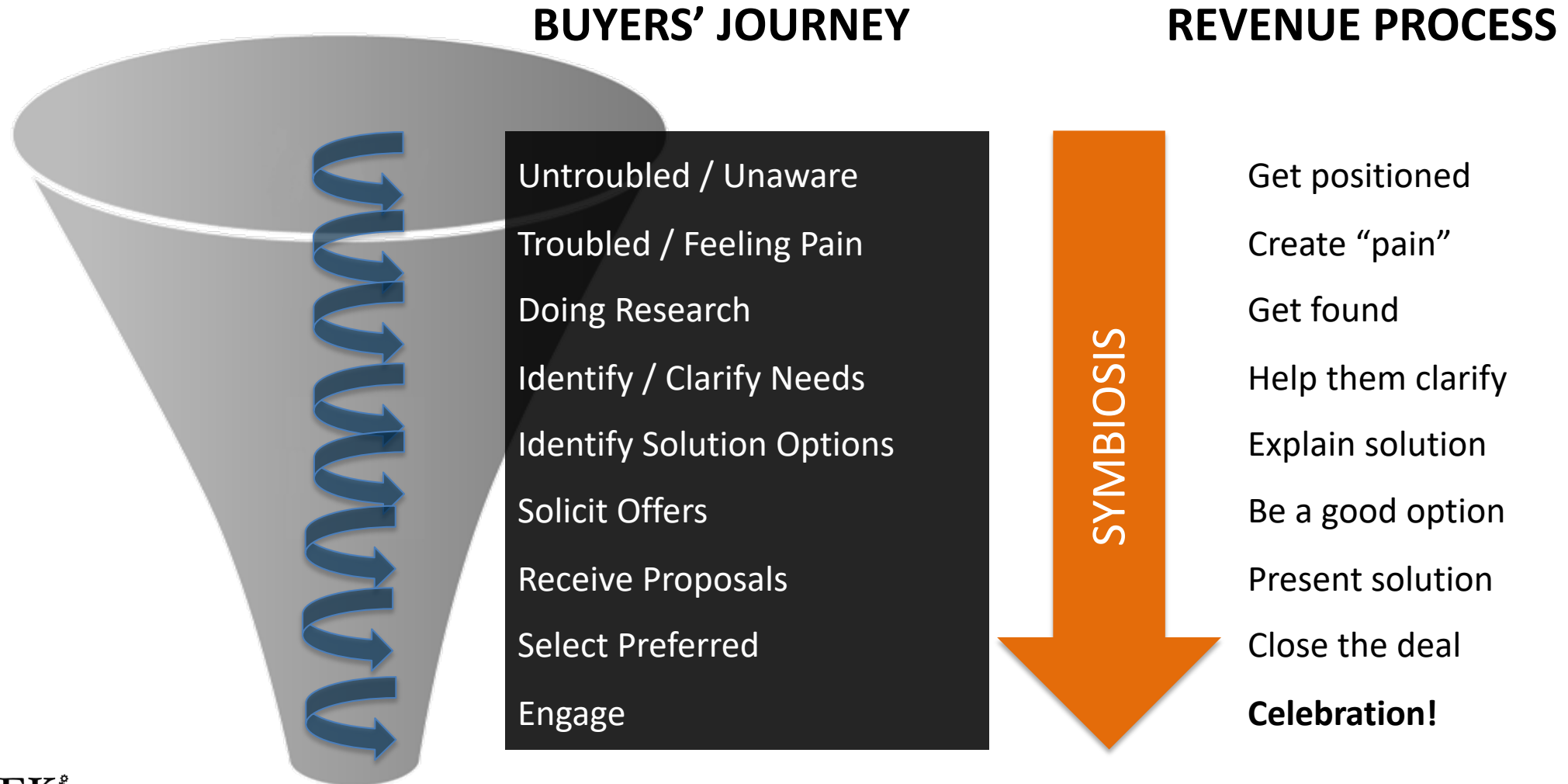
1. Untroubled &
Unaware

THE BUYERS' JOURNEY

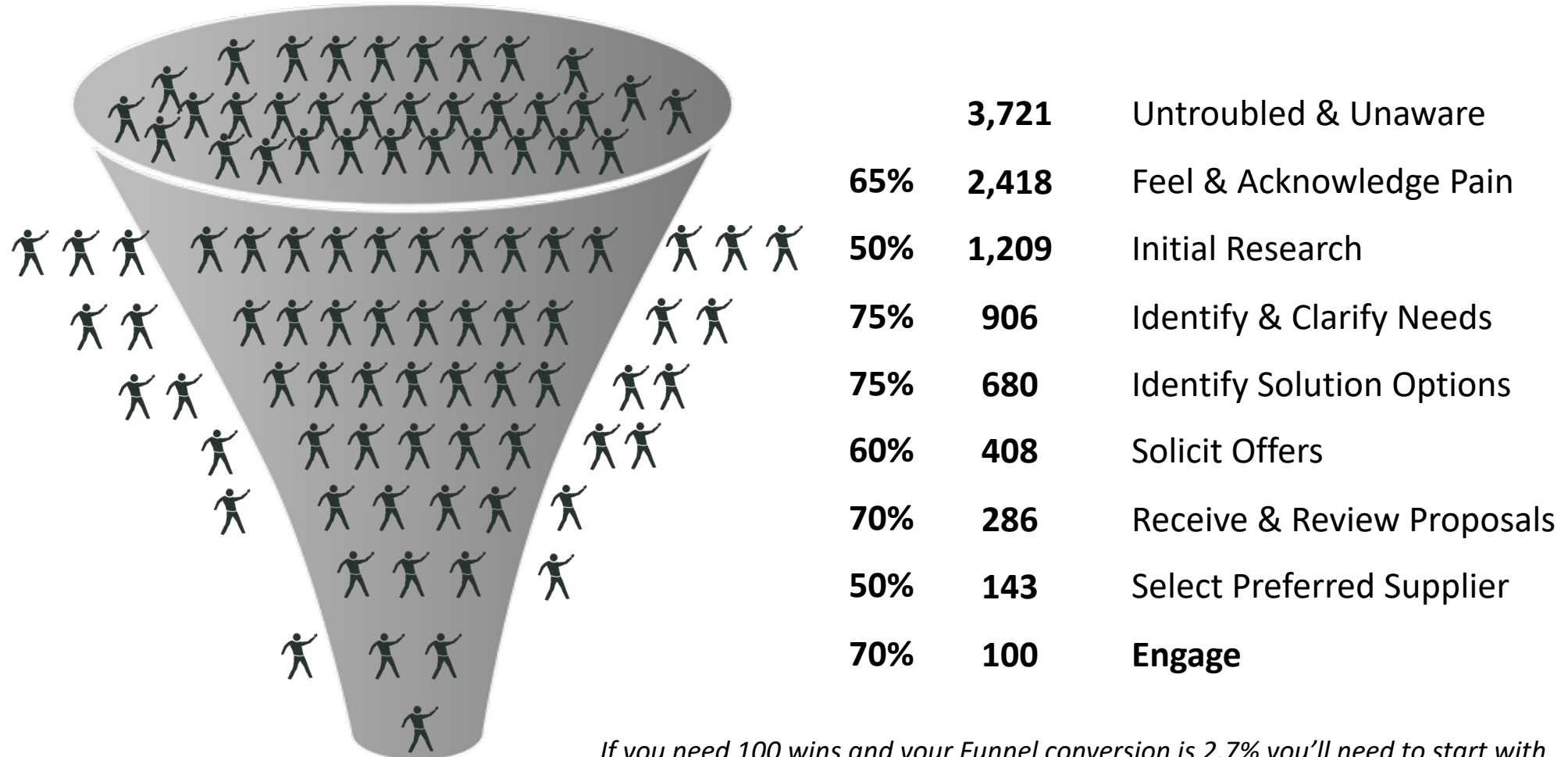




Understand the **JOURNEY** your **BUYERS** are on and **DESIGN** the steps in your **REVENUE PROCESS** to complement their steps



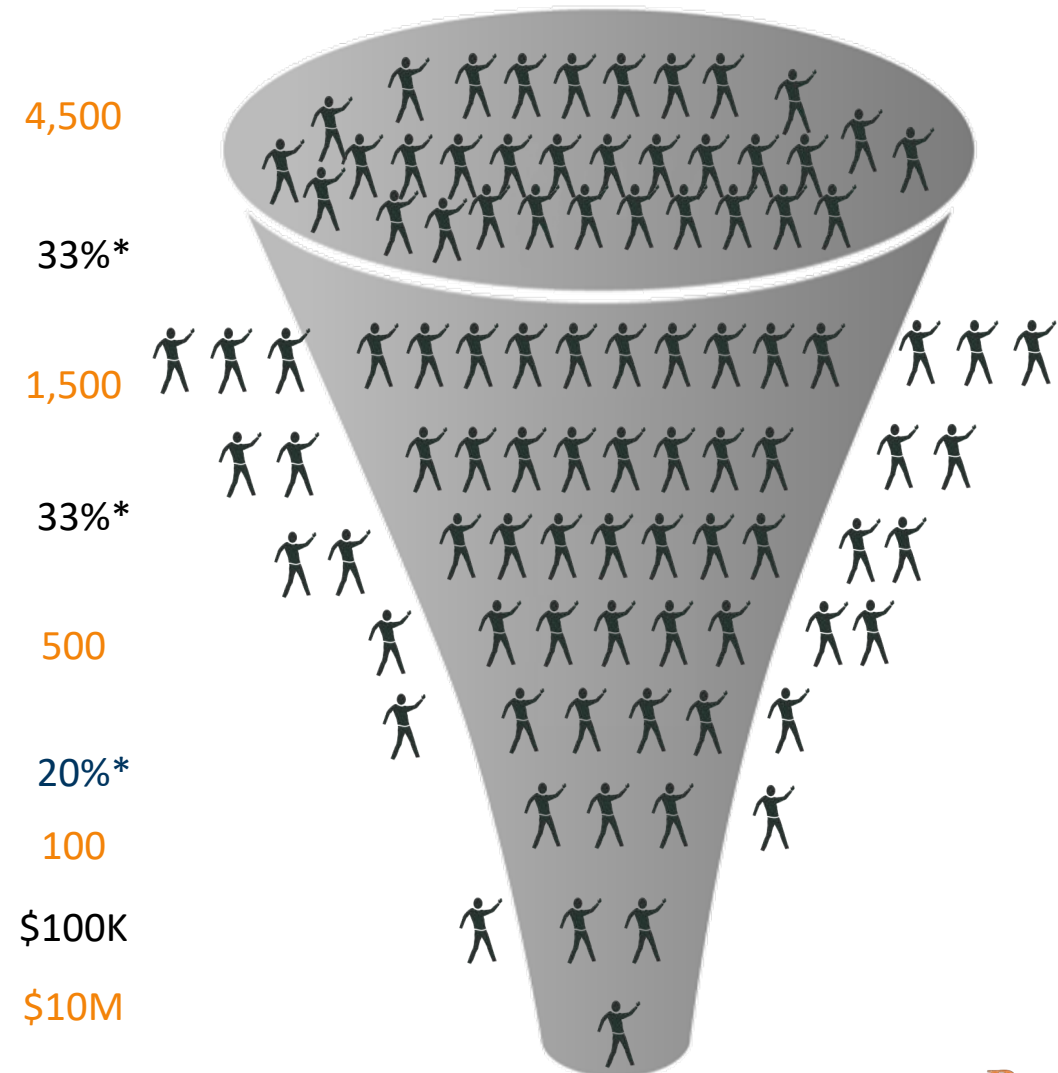
If you know them, develop the starting set of **CONVERSION METRICS** for your **REVENUE PROCESS** – your **PIPELINE**.




If you need 100 wins and your Funnel conversion is 2.7% you'll need to start with 3,721 leads (ignoring time and recycling).

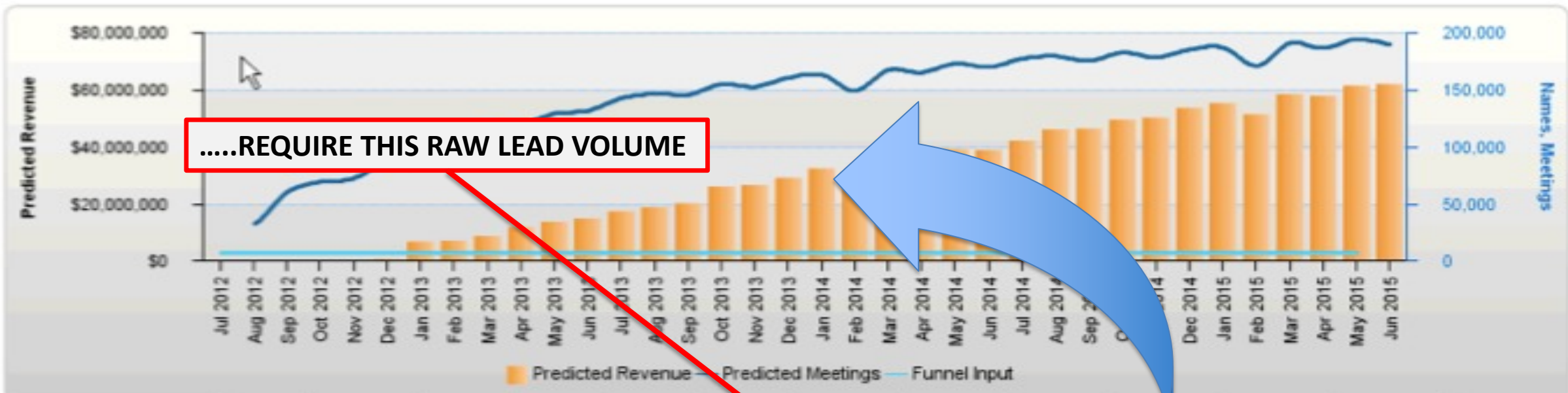
Or you can use our industry performance **BENCHMARKS** to **WORK BACKWARDS** and figure it out

1. How much revenue do you need?
2. What is your average sale value?
3. Therefore, how many wins do you need?
4. What's your offer/quote/proposal to close ratio?
5. Therefore, how many offers/quotes/proposals do sales need to generate?
6. What's your meeting/call/appointment to offer ratio?
7. Therefore, how many meetings/calls/appointments do sales need to do?
8. What's your lead to meeting/call/appointment ratio?
9. Therefore, how many leads does your marketing need to generate for sales?





Starting from your REVENUE TARGETS, use your conversion metrics to REVERSE ENGINEER your Funnel and calculate how many new RAW LEADS you need Starting their BUYERS' JOURNEY every month.



.....REQUIRE THIS RAW LEAD VOLUME

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	7,706	7,963	7,706	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	29,366	30,908	30,289	305,962
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	22,730	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	12,971	12,971	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	8,653	8,653	9,417	9,401	60,493
Define Need						5,336	8,711	8,711	14,796	14,796	16,990	18,581	85,542
Propose Solution						3,045	5,034	5,034	8,978	8,978	10,682	12,142	51,839
Prove Concept						1,958	3,727	3,727	5,525	8,321	9,690	10,500	43,490
Defeat Competitor						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	15,073,717	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501

THESE MONTHLY REVENUE TARGETS.....

But if you don't feed it with the right kind and quality of **RAW LEADS**, your system will either **CLOG UP** or worse, produce a **PILE OF JUNK!**



Define your **IDEAL CUSTOMER (OR CLIENT) PROFILE**



Value Potential



Likelihood of Conversion

Don't forget that no matter how good you think your company or your product or service is, or how ideally suited to your prospective buyers, most will simply **NOT WANT TO TALK TO YOU.**

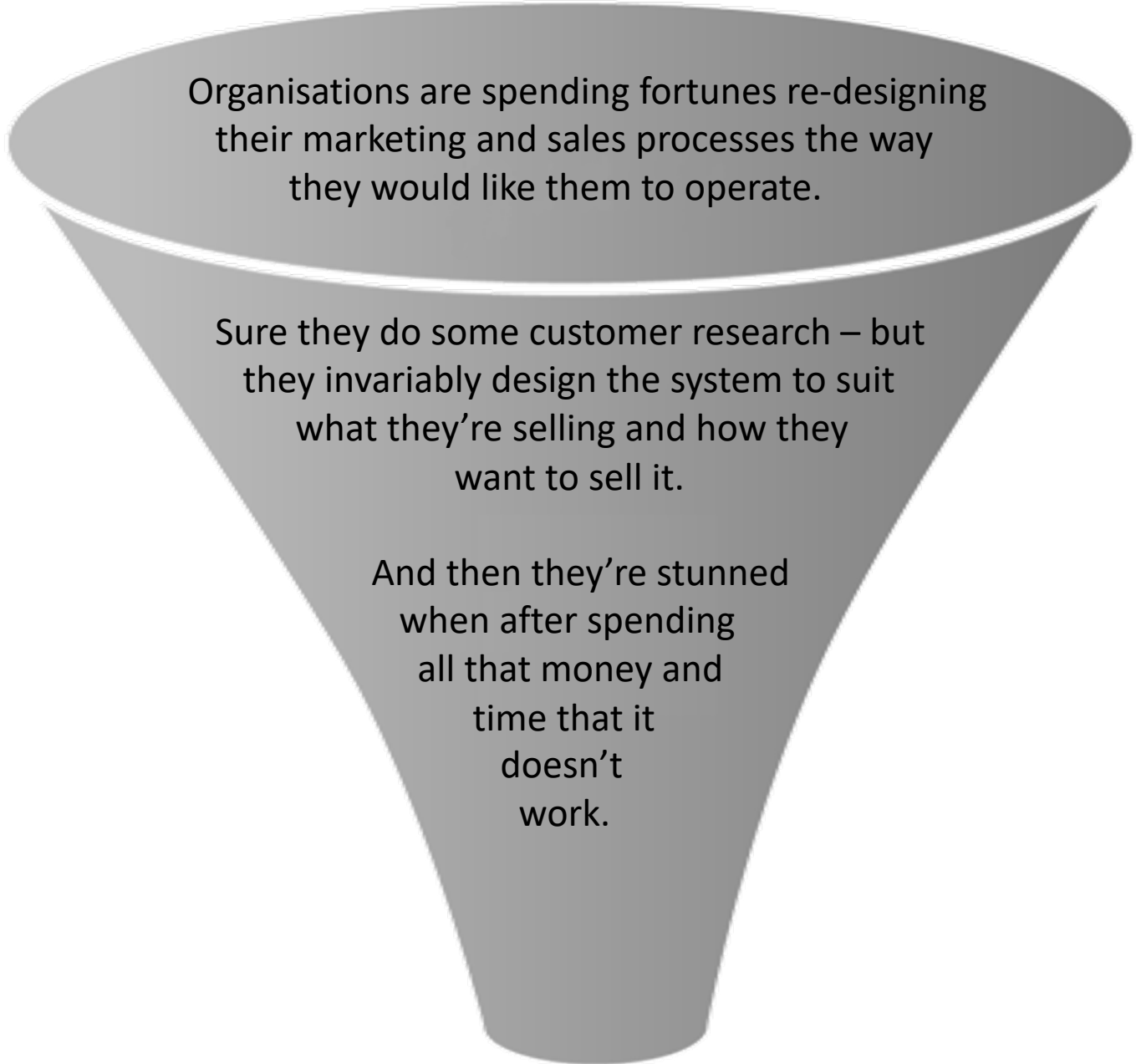
And they will do just about anything to avoid talking to you.

You are trying to **MAKE THEM DO SOMETHING THEY DO NOT WANT TO DO.**

I WANT YOU



to leave me alone



Organisations are spending fortunes re-designing their marketing and sales processes the way they would like them to operate.

Sure they do some customer research – but they invariably design the system to suit what they're selling and how they want to sell it.


And then they're stunned when after spending all that money and time that it doesn't work.

Case Study 1: RevenueTEK 2007

PUT A REGISTRATION FORM ON
OUR WEBSITE BEFORE A FREE
WHITEPAPER DOWNLOAD

DOWNLOAD CONVERSION WENT
FROM 31% TO 4% OVERNIGHT

REMOVED THE FORM – CONVERSION
RETURNED TO + 30%



The image shows a screenshot of a web form titled "FORT USER DATA". The form contains several input fields, each preceded by a red asterisk indicating it is a required field. The fields are: Username, E-mail, Password, Re-type Password, FirstName, LastName, Organization, Department, Position, Telephone, Fax, and Country. The Country field is a dropdown menu with the text "Please, select your country". A "Save" button is located at the bottom right of the form.

Get into your **CUSTOMER'S HEAD** and on their **JOURNEY**

How does that experience feel **FOR THEM?**

- Hate being sold to
- Don't know you or anything about you
- Find it offensive being asked for their details by a total stranger
- Hate Spam emails
- Worried you might call them
- Afraid you'll give their details to somebody else

THEY **DON'T TRUST YOU!**



But they still have **PROBLEMS** they need your help to solve.....

- Friends
- Colleagues
- Other trusted sources
- Free “stuff”
- Other people who have had the same problem



Rushing buyers to do what they don't want to do, or before they're ready to – just because you want them to, is a prime **KILLER** of Pipeline Conversion.



LEAD and ENTICE with insight and value which BUILDS TRUST

- **THOUGHT LEADERSHIP** to provide insights
- **TESTIMONIALS** provide comfort from risk
- **CASE STUDIES** describe others who have been helped

- Free (or low cost) product trials
- Free subscriptions
- Invitations to online communities
- **LOW PRESSURE** communications

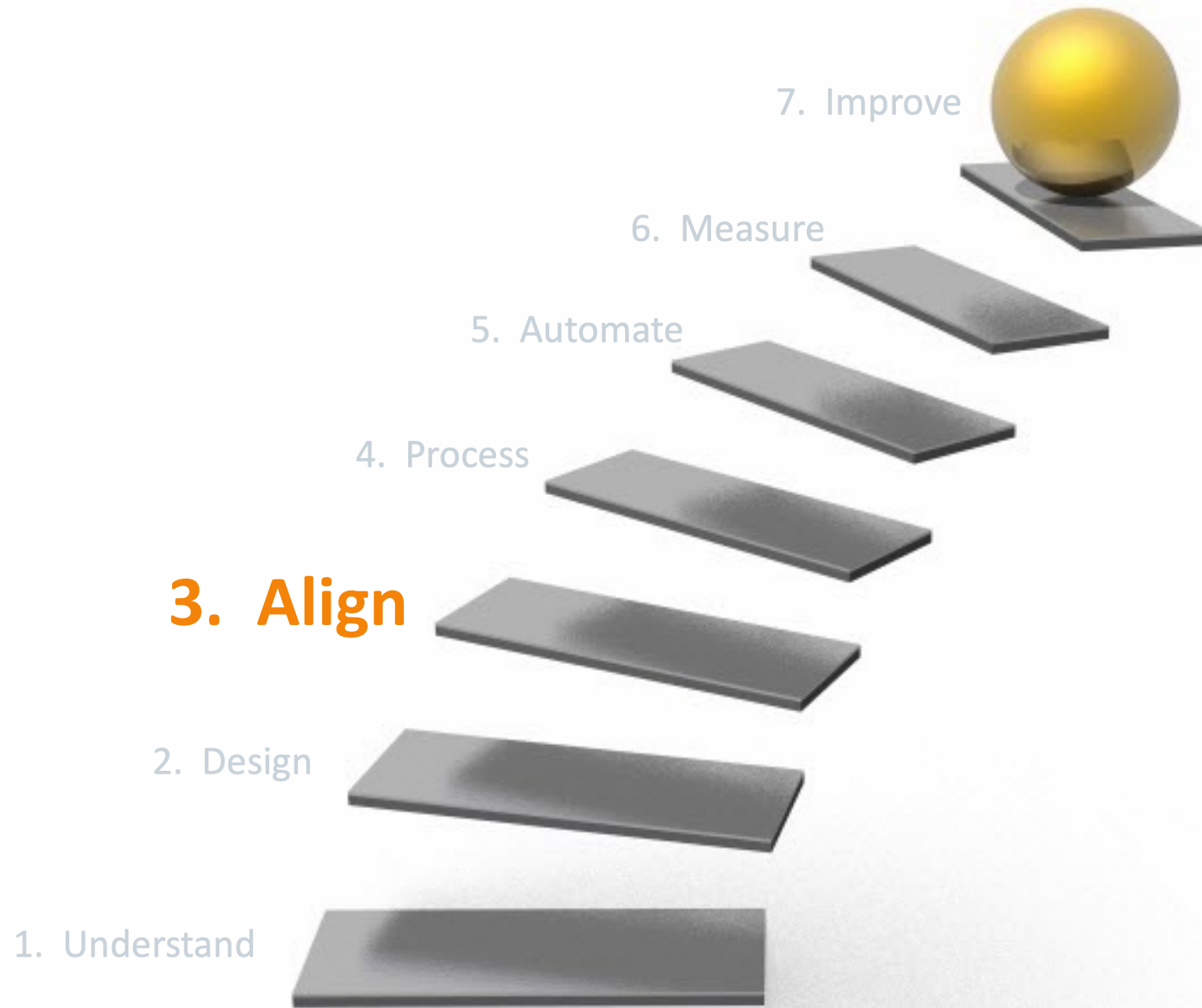


In spite of your best marketing and sales efforts, only a **SMALL FRACTION** of your prospective buyers will progress through your Funnel and become customers.

Most – in fact the overwhelming majority, will **LEAK FROM THE PROCESS**.

To optimise the efficiency of your revenue machine, you need to **CAPTURE** and **RECYCLE** the leakage.





Marketing has only **ONE** objective:

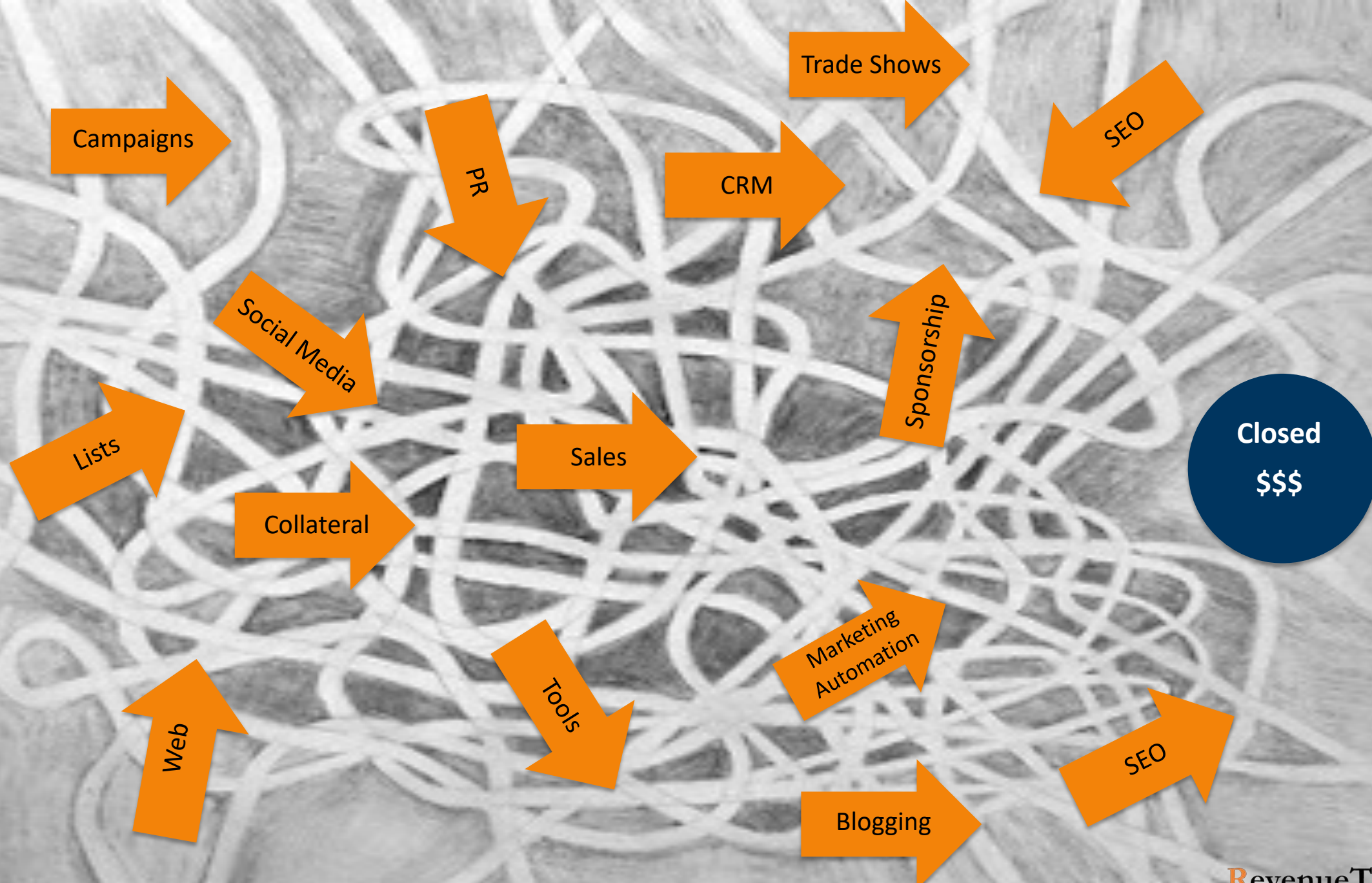
Generating **QUALIFIED LEADS** for Sales!

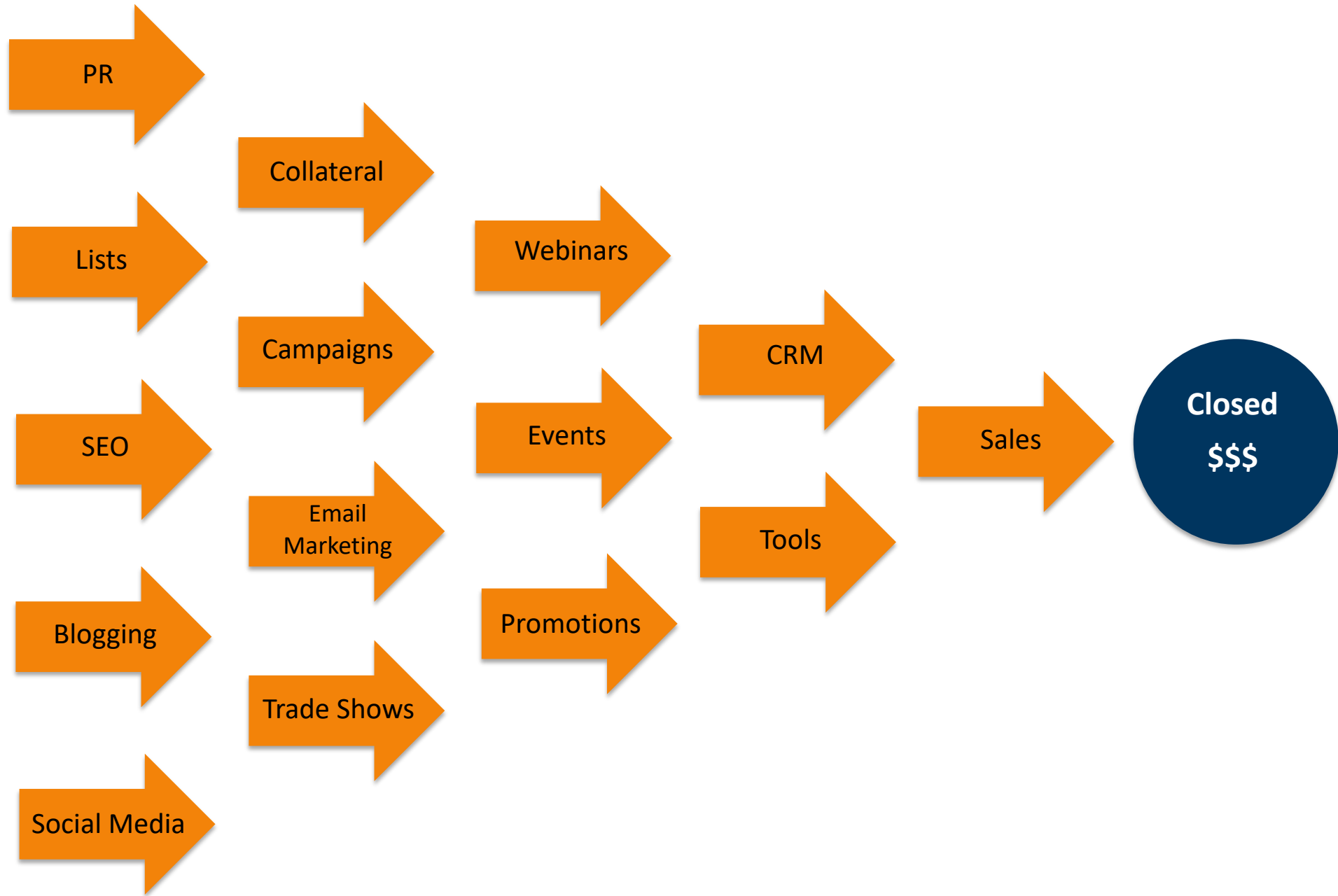




If it doesn't **GENERATE** a lead
or help sales **CLOSE** a deal....

...STOP DOING IT!





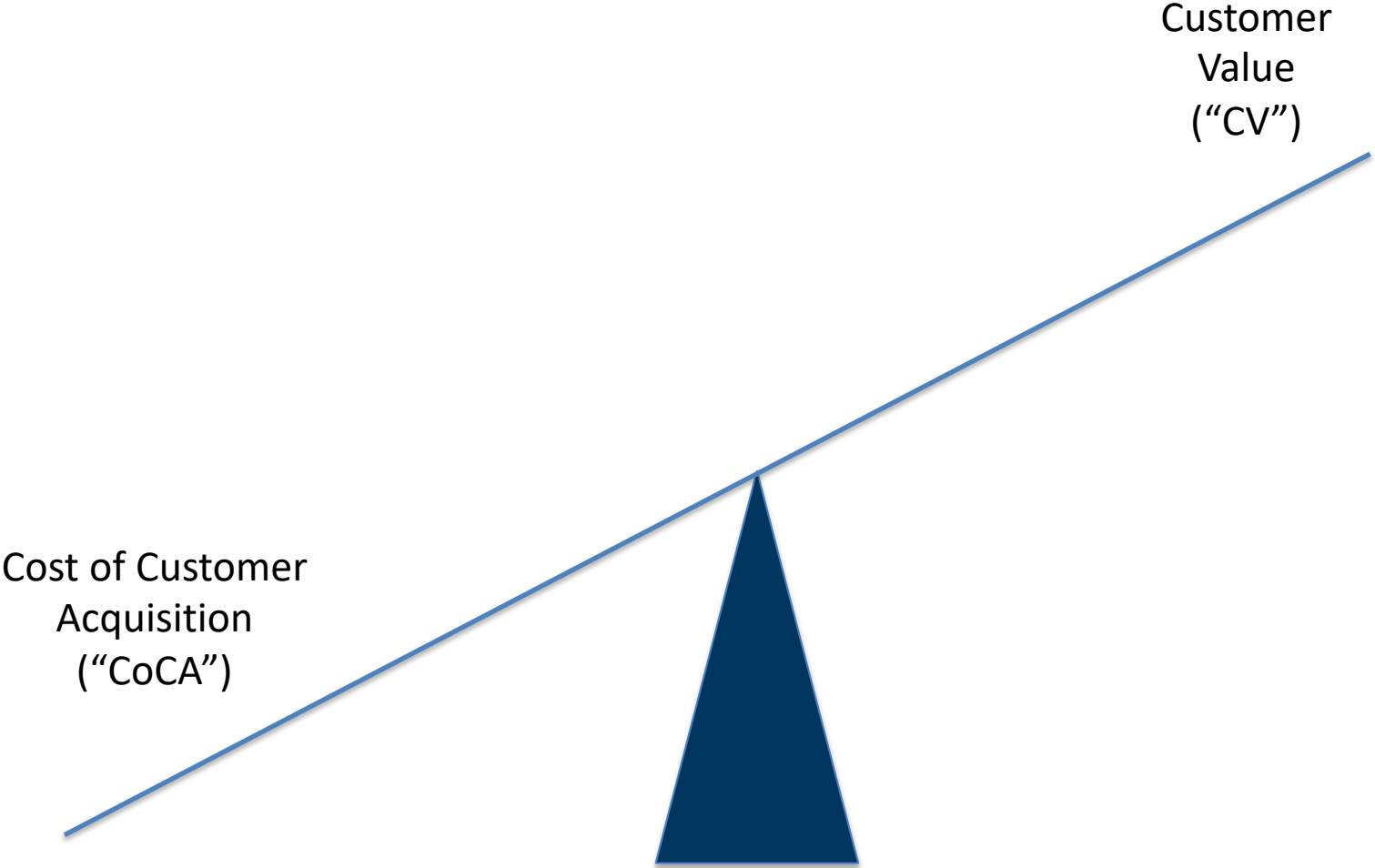


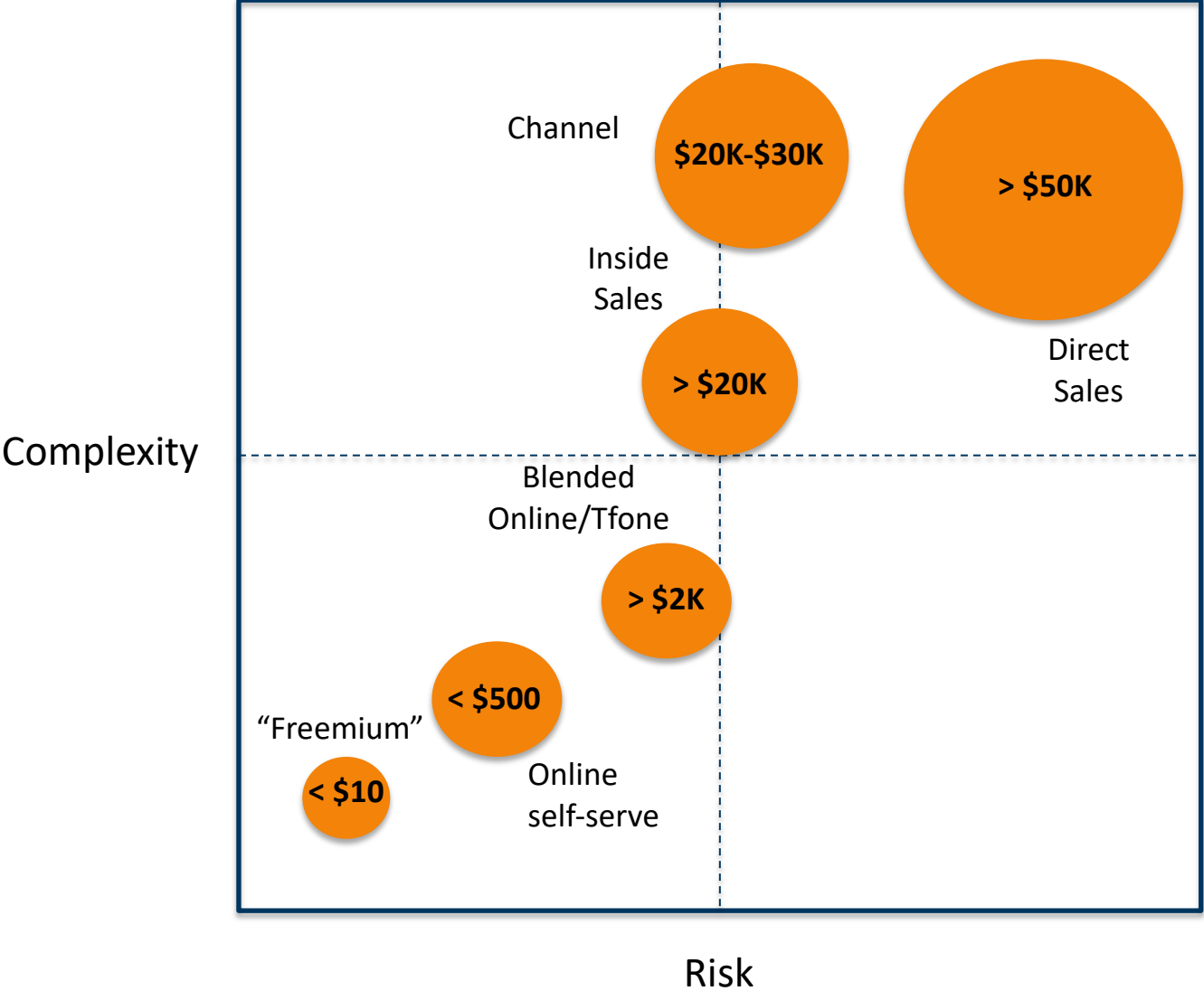
If the **COST PER LEAD** is too high

...STOP DOING IT!

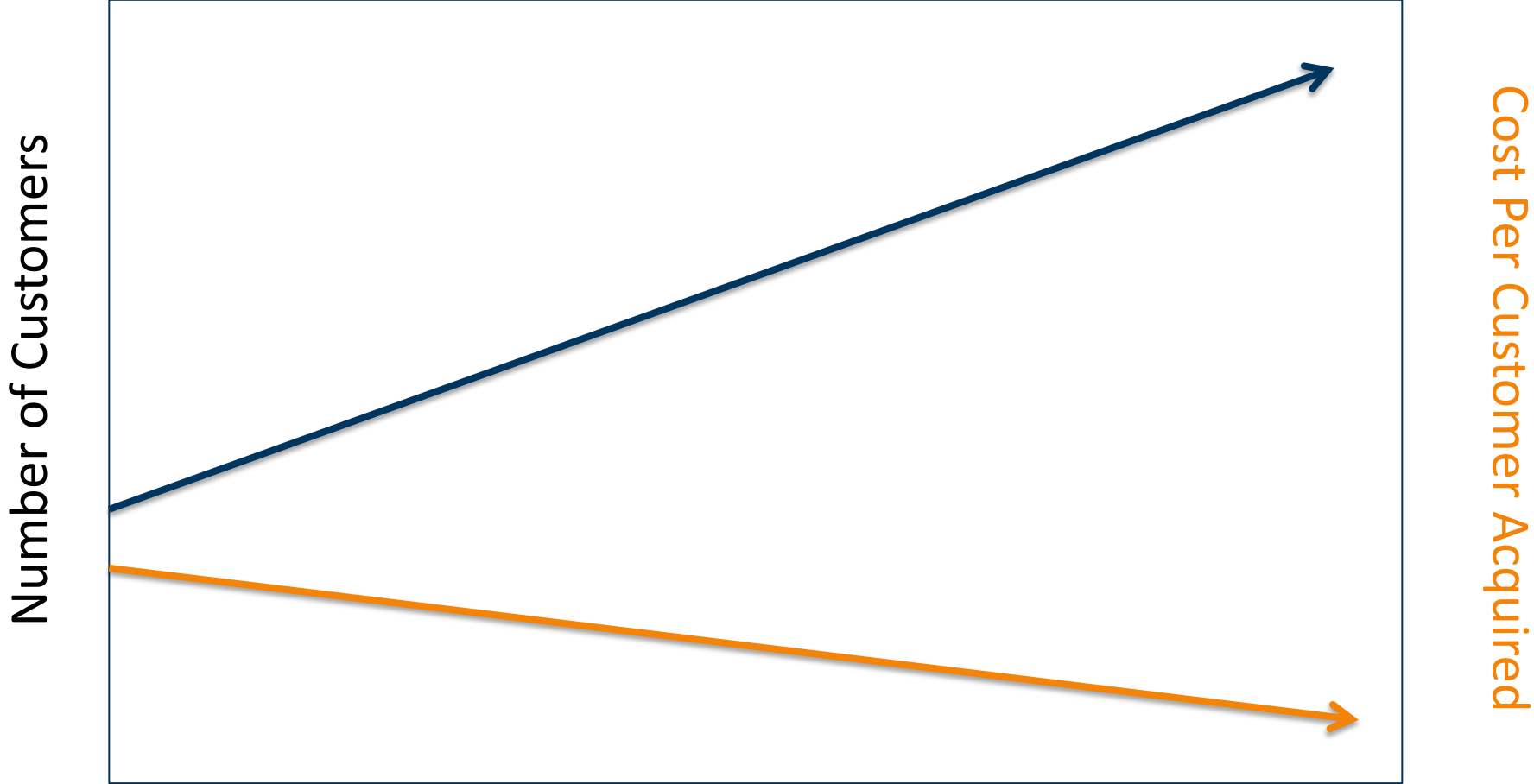








Design your Marketing and Sales processes to acquire customers not just more **EFFECTIVELY** – but more **EFFICIENTLY**.



Just a 1% Year-On-Year improvement at can drive massively disproportionate increases in **PROFIT** and **VALUE**.

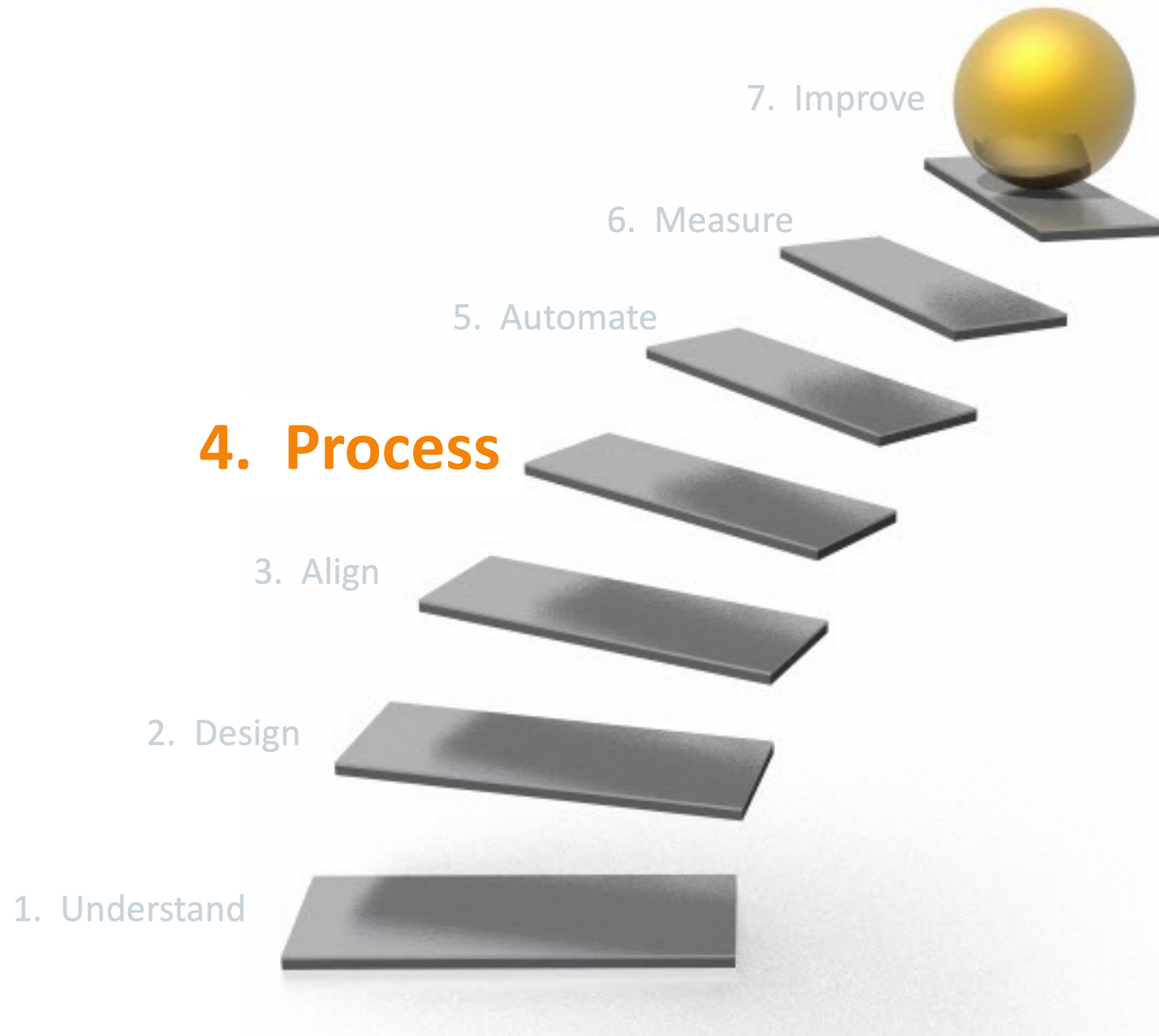
	Year 1		Year 2		Year 3
A. Lead to Appointment (Top of Funnel)	35%	1%	36%	1%	37%
B. Appointment to Offer (Mid-Funnel)	35%	1%	36%	1%	37%
C. Offer to Close (Botton of Funnel)	20%	1%	21%	1%	22%
D. End-to-End Conversion (AxBxC)	2.45%		2.72%		3.01%
E. Sales	\$20,000,000		\$22,217,143		\$24,586,122
F. Cost of Sales	\$13,200,000	0%	\$14,663,314	0%	\$16,226,841
G. Gross Margin (E-F)	\$6,800,000		\$7,553,829		\$8,359,282
Gross Margin %	34%		34%		34%
H. Overheads	\$5,800,000	0%	\$5,800,000	0%	\$5,800,000
J. EBITDA (G-H)	\$1,000,000		\$1,753,829		\$2,559,282
	5.0%		7.9%		10.4%
K. Value Multiple	4		4		4
L. Valuation (JxK)	\$4,000,000		\$7,015,314		\$10,237,127

CUMULATIVE INCREASE IN VALUATION

156%

Unfortunately, the same multiplier effect works just as well – in reverse.

	Year 1		Year 2		Year 3
A. Lead to Appointment (Top of Funnel)	35%	-1%	34%	-1%	33%
B. Appointment to Offer (Mid-Funnel)	35%	-1%	34%	-1%	33%
C. Offer to Close (Bottom of Funnel)	20%	-1%	19%	-1%	18%
D. End-to-End Conversion (AxBxC)	2.45%		2.20%		1.96%
E. Sales	\$20,000,000		\$17,929,796		\$16,001,633
F. Cost of Sales	\$13,200,000	0%	\$11,833,665	0%	\$10,561,078
G. Gross Margin (E-F)	\$6,800,000		\$6,096,131		\$5,440,555
Gross Margin %	34%		34%		34%
H. Overheads	\$5,800,000	0%	\$5,800,000	0%	\$5,800,000
J. EBITDA (G-H)	\$1,000,000		\$296,131		-\$359,445
	5.0%		1.7%		-2.2%
K. Value Multiple	4		4		4
L. Valuation (JxK)	\$4,000,000		\$1,184,522		-\$1,437,780



Carefully design the **PROCESS** so each step logically flows to the next.

SEO

↳ Email Campaign

↳ Thought Leadership

↳ Webinar

↳ Event

↳ Telemarketing

↳ Sales Meeting

↳ Proposal

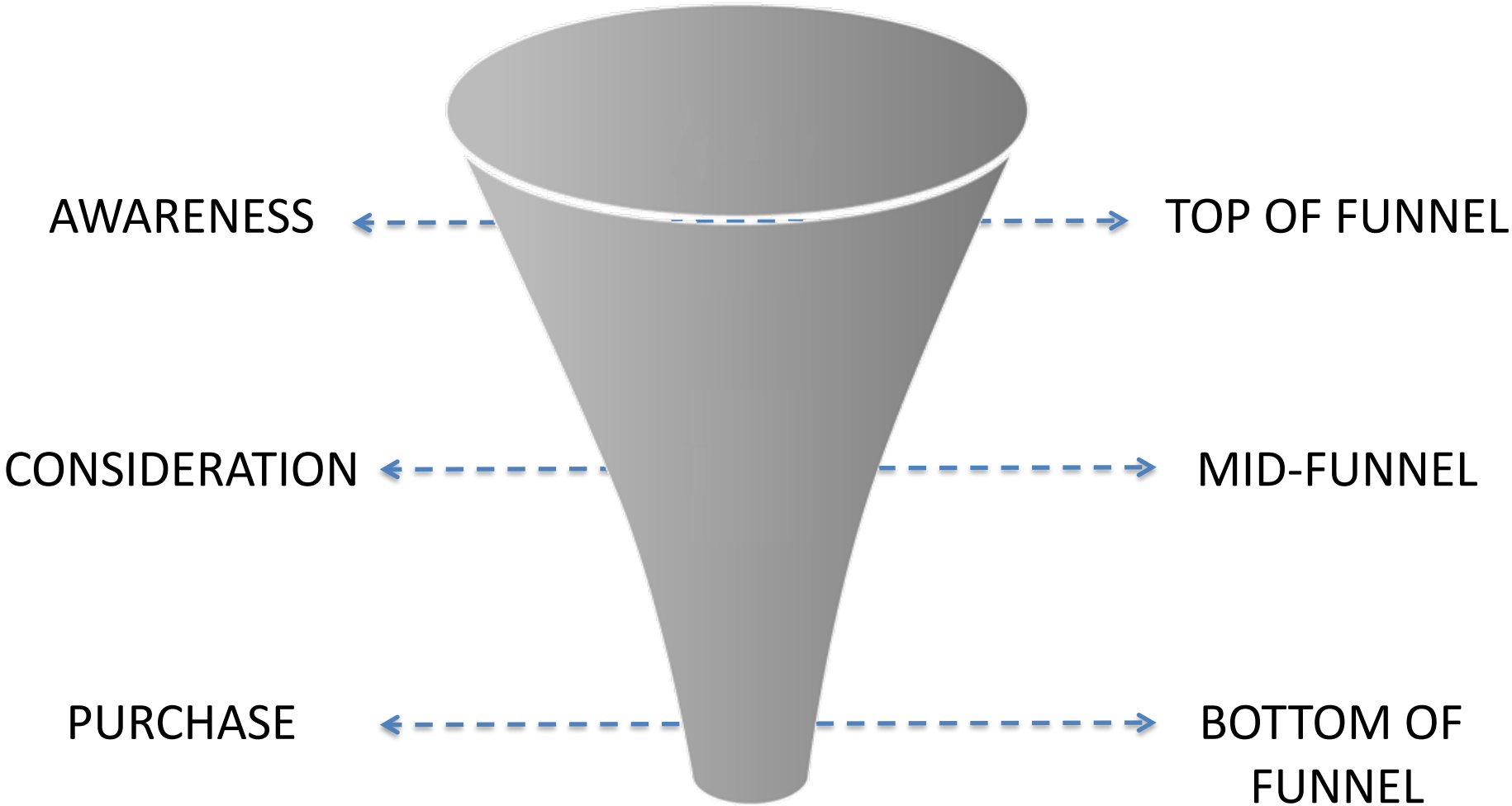
↳ Close



Make revenue creation an

ORGANISATIONAL STRUCTURE

ALIGN the stages of your **BUYERS' JOURNEYS** to the stages of your **REVENUE PROCESS**





**2. Troubled, Anxious
or Concerned**

**4. Clarifying
Needs**

**6. Rationalise
& Shortlist**

8. Engage

7. Select

**5. Invite & Receive
Offers**

**3. Researching
Problem**

**1. Untroubled &
Unaware**

THE STEPS IN YOUR BUYERS' JOURNEYS

2. Trouble Them

1. Generate Awareness/
Get Positioned

3. Get Found

4. Help Them
Define Need

5. Submit Proposal
or Offer

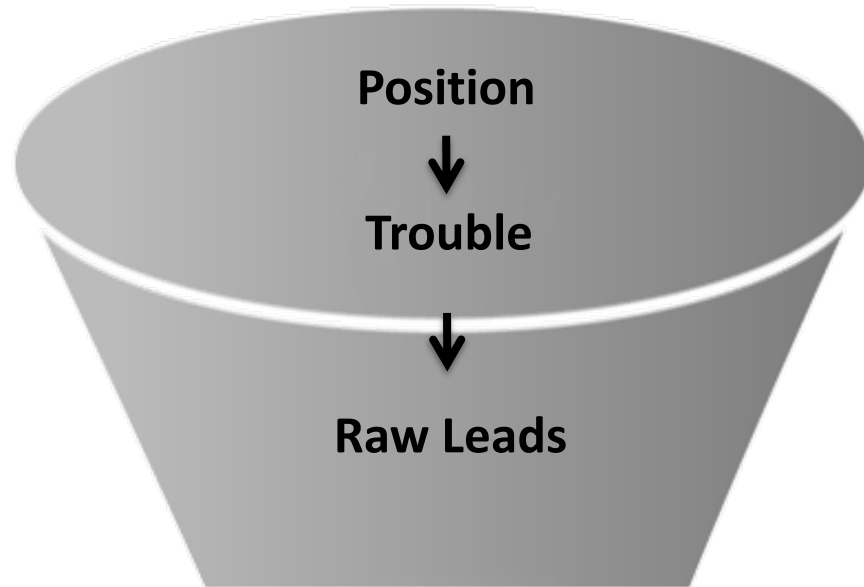
6. Defeat the
Competition

7. Contract

8. Engage

**THE STEPS IN YOUR
REVENUE PROCESS**

What is the **TOP OF FUNNEL?**



1. **Get Positioned / Generate Awareness**

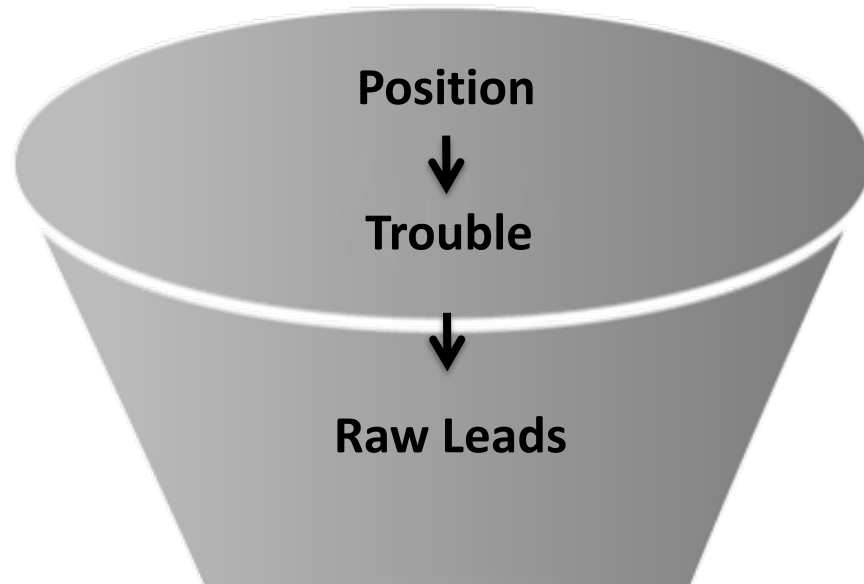
All buyers begin unaware. They may be unaware they have a problem you can help them solve, unaware that your product or service category exists or simply unaware of you. Or they could be unaware of all three.

2. **Trouble Them**

The first real step in the Buyers Journey happens when the buyer becomes anxious or troubled by something. It is essential that buyers be troubled because until they are troubled, they will rarely buy.

You can wait for them to get troubled by themselves, or actively promote the onset of their troubled state.

How does the **TOP OF FUNNEL** work?



1. **Get Positioned / Generate Awareness**

- PR
- Social Media
- Website
- Inbound & Outbound Marketing

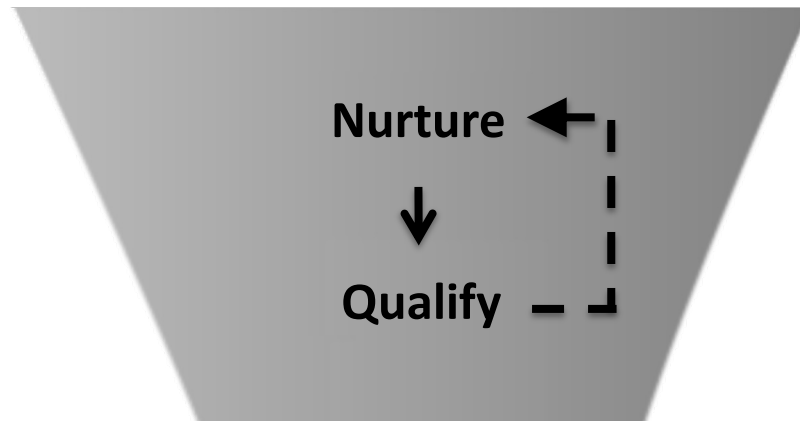
2. **Trouble Them**

- Thought Leadership
- Website
- Troubling Content
- Inbound & Outbound Marketing

Your objective in the Top of Funnel is to generate **RAW LEADS**.

They're little more than NAMES at this point, but their Buying Journeys have begun.

What is the **MID-FUNNEL?**



3. Nurture

Because they are so early in their journeys, raw leads need to be nurtured. They're exploring the degrees and dimensions of the problem they are now aware they have. They're researching it, discussing it with their peers – perhaps even looking at who might be able to help them.

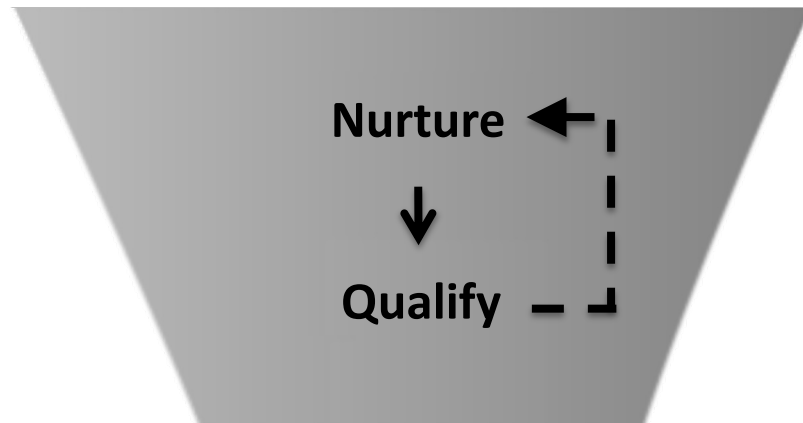
But they are not anywhere near ready to buy, and so we nurture them.

4. Qualify

If we nurture properly, we will build our understanding of where they are, what they're thinking – and how badly they're being affected by the problem they have.

If they're hurting badly enough we'll qualify them as MQL's – Marketing Qualified Leads. If they're not, we'll keep nurturing them until they are.

How does the **MID-FUNNEL** work?



3. Nurture (& Segment)

- Marketing Automation
- Inbound & Outbound Marketing
- Directed Content
- Thought Leadership

4. Qualify

- Marketing Automation
- Lead Tracking
- Lead Scoring

Your objective in the Mid-Funnel is to **NURTURE** the **RAW LEADS** until they become **MARKETING QUALIFIED LEADS**.

This can take some time, so be prepared to be patient. You risk defeating the purpose by pulling leads out of the oven until they're properly cooked!

WHAT IS A **LEAD**?




When are you going to produce some decent leads?

When are you going to start following up on the leads we give you?



SALES

MARKETING

A man with short dark hair, wearing a yellow shirt, is shown in profile, shouting into a black telephone receiver. His mouth is wide open, and his eyes are closed. A grey speech bubble points to his mouth, containing the text: "I just called the last 3 leads you gave me. They were a complete waste of time. Why would I bother calling any more?".

I just called the last 3 leads you gave me. They were a complete waste of time. Why would I bother calling any more?

Marketing and Sales

SHOULD AGREE

on the

CRITERIA

by which an

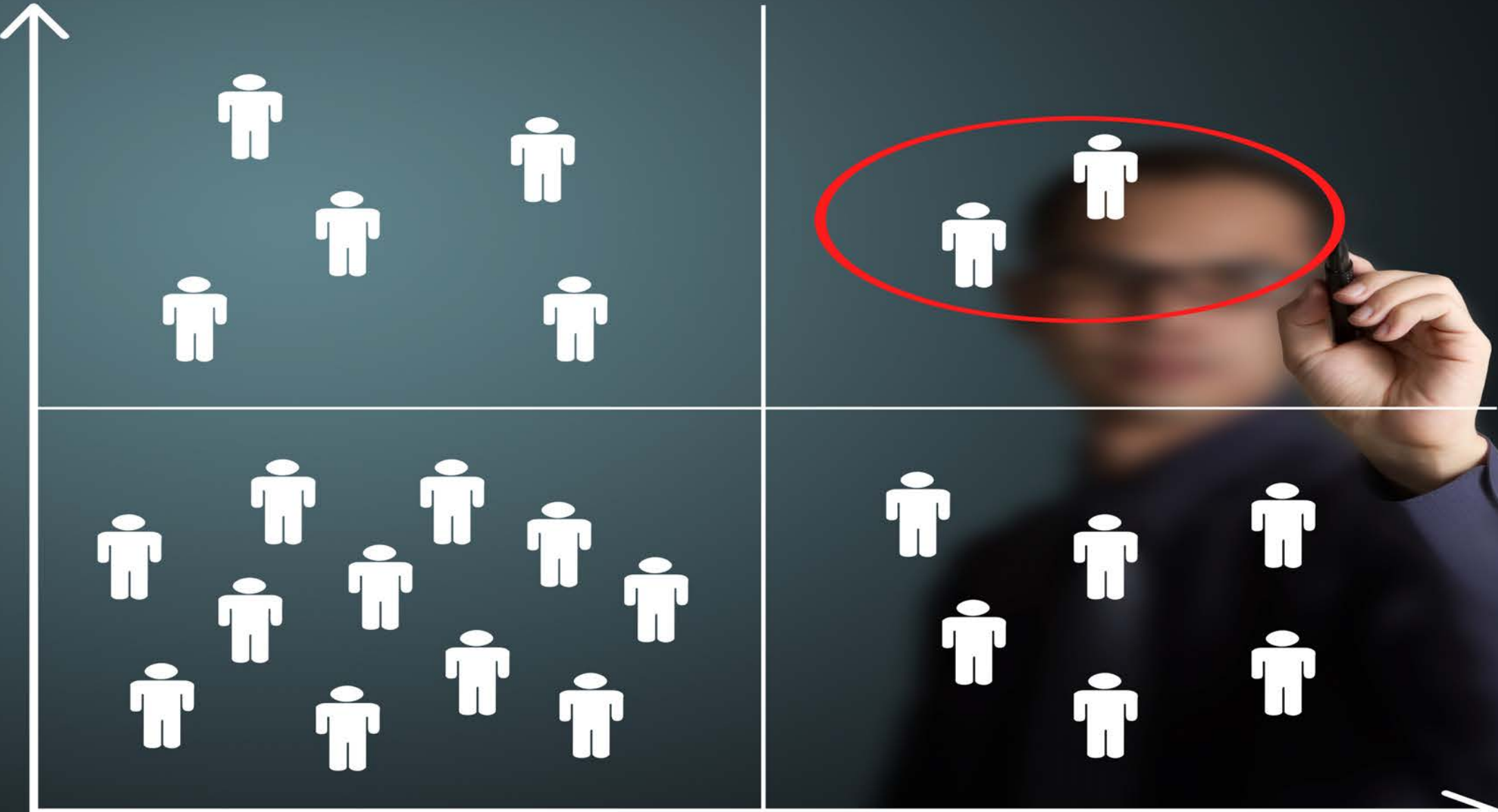
SQL

becomes an

SQL.



Sales accepts SQL's and further qualifies **OPPORTUNITIES**



Most reps **CAN'T PROSPECT**. Unfortunately - neither can **MARKETING!**

- The rep skill set to pursue and close opportunities is different to prospecting – good at one invariably means not good at the other
- But reps still waste as much as 30% of their available 2000 selling hours per year prospecting for leads (RevenueTEK Revenue Performance Index 2018)
- 74% of CEO's think Marketing has missed the bus – too focused on “brand” (Fournaise Marketing Group Study 2012)
- Over 80% of sales managers need more leads (RevenueTEK Revenue Performance Index 2018)

So most companies are chronically **SHORT OF LEADS.**

Marketing Responses?

- Advertising? 50% of spend wasted – Google = consideration
- Social? Not consistent or reliable – very hard to run well
- Email marketing? Un-read newsletters, opt-outs driven by low value content, fizzle out eventually
- 80% of collateral unusable by sales reps
- Rep & prospect time wasted by meeting too early in the sales cycle because of poor / non-existent qualification by Marketing
- Prospects do go on and buy – but from someone else (poor lead nurturing by Marketing)

Sales tries to **FILL THE VOID.**

Sales Responses?

- Hire more reps? Expensive, long lag time to productivity, 62% never make target
- More sales training? 90% of skills forgotten within 30-45 days (Sales Executive Council 2016)
- Spend even more on CRM? 80% of installs fail due to poor change management and lack of attention to process.

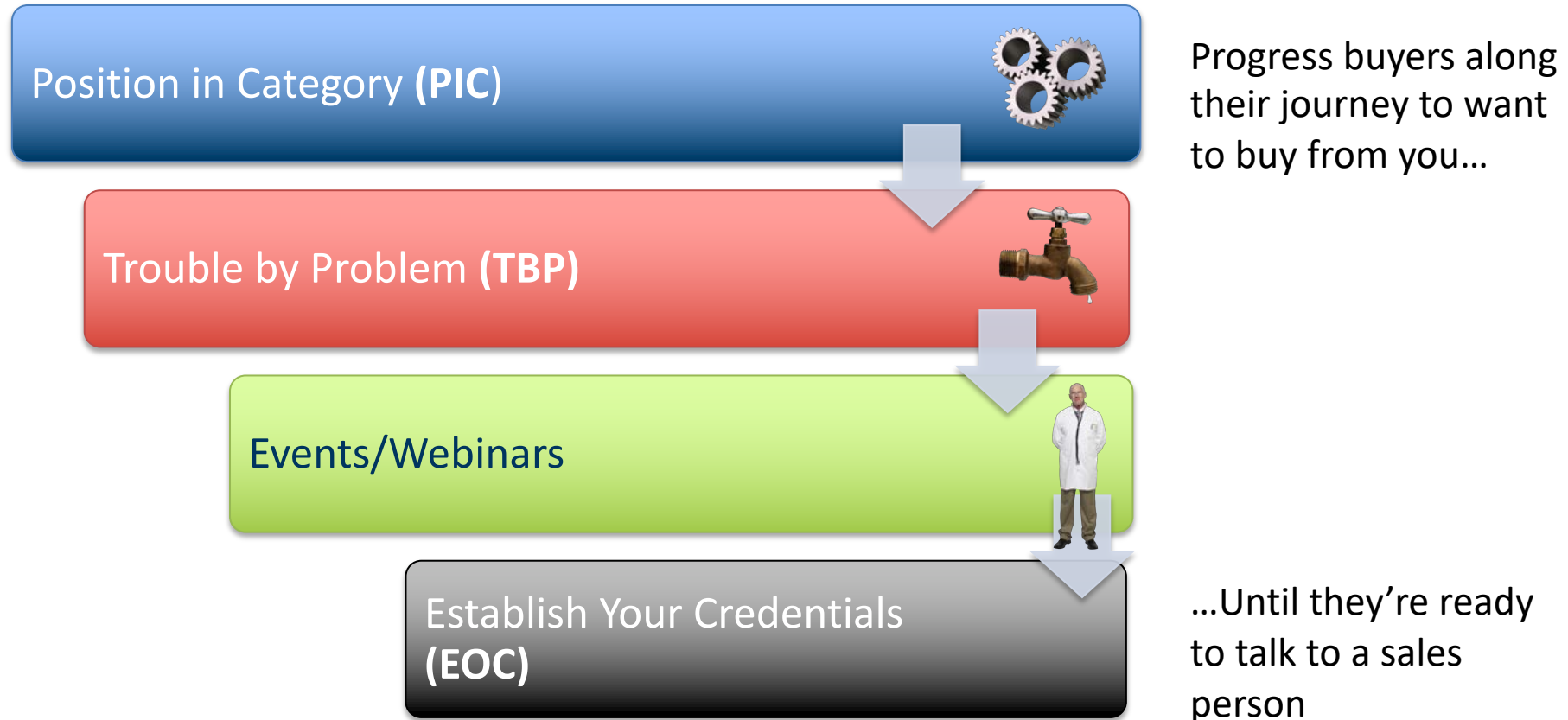
What to do?

The answer....is **LEAD NURTURING.**

A Lead Nurturing Program

- Pre-qualified leads delivered to reps
- Buyers who now feel they have the pain you solve
- Think you are a credible source of help solving that pain
- Are ready and wanting to talk to a rep
- All for less than half the cost of two of your unproductive sales or marketing people!

Align the major steps with the **BUYERS' JOURNEY**.



Carefully consider the FULL PROGRAM FLOW

Lets look at just
1 x step

TOF Program - TRACK 1: Position in Category (PIC) Goal = 1 Download



TRACK 2: Trouble by Problem (TBP) Goal = 2 Downloads



Event Program - TRACK 1: Workshop/Webinar (Event) Goal = 1 Attendance

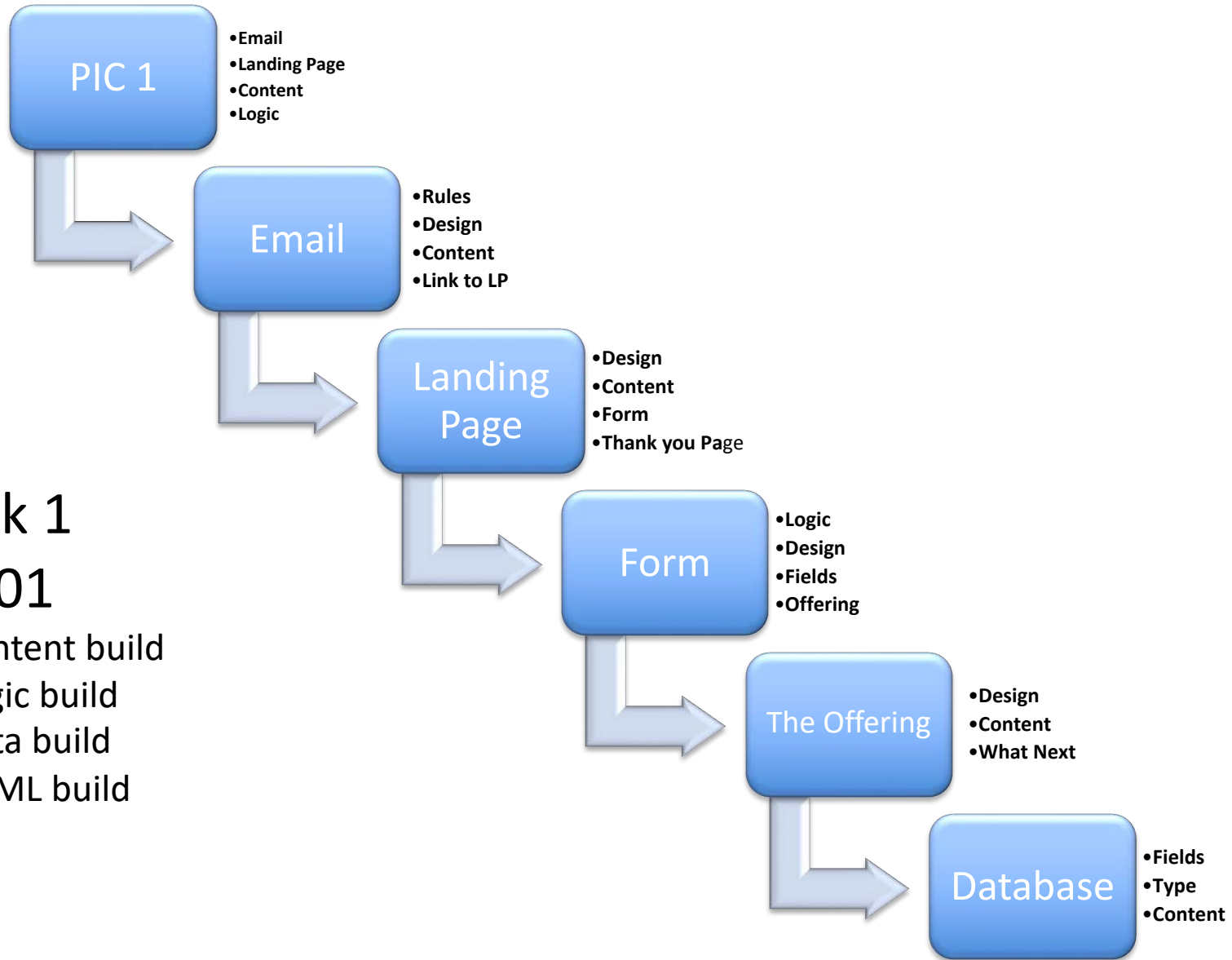


TRACK 2: Establish Our Credentials (EOC) Goal = 1 Download



HANDOVER: as Marketing Qualified Lead (MQL)





Track 1

PIC 01

- Content build
- Logic build
- Data build
- HTML build

TOF Program - TRACK 1: Position in Category (PIC)
Goal = 1 Download



TRACK 2: Trouble by Problem (TBP)
Goal = 2 Downloads



Event Program - TRACK 1: Workshop/Webinar (Event)
Goal = 1 Attendance



TRACK 2: Establish Our Credentials (EOC)
Goal = 1 Download

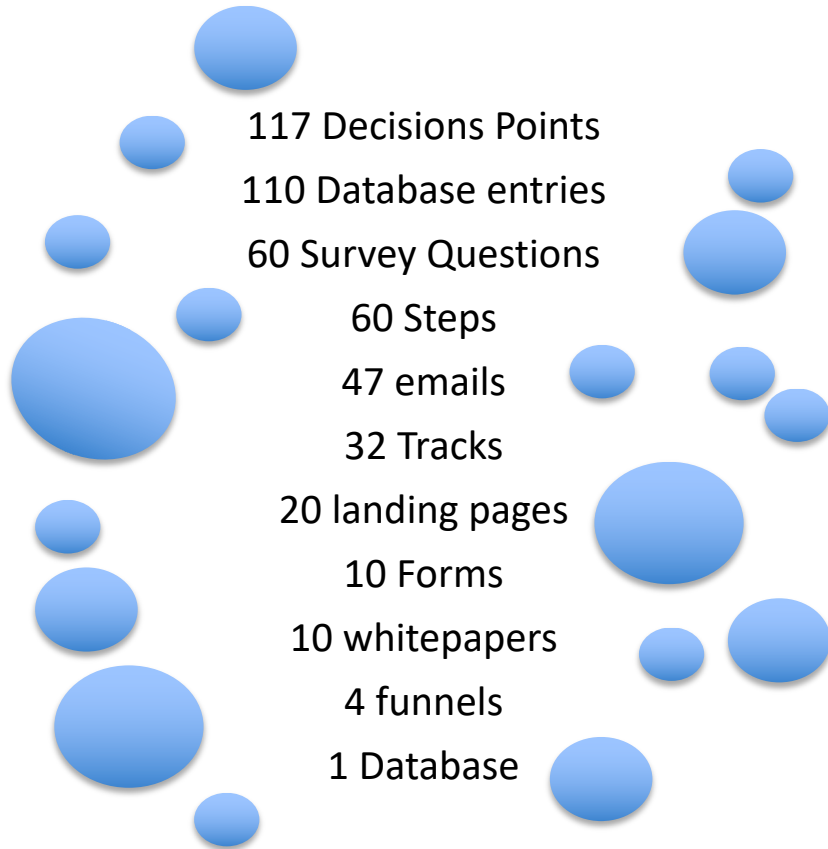


HANDOVER: as Marketing Qualified Lead (MQL)



TOTAL PROGRAM ELEMENTS:
All this adds up to...

A **Basic Program** Contains these Elements:

- 
- 117 Decisions Points
 - 110 Database entries
 - 60 Survey Questions
 - 60 Steps
 - 47 emails
 - 32 Tracks
 - 20 landing pages
 - 10 Forms
 - 10 whitepapers
 - 4 funnels
 - 1 Database

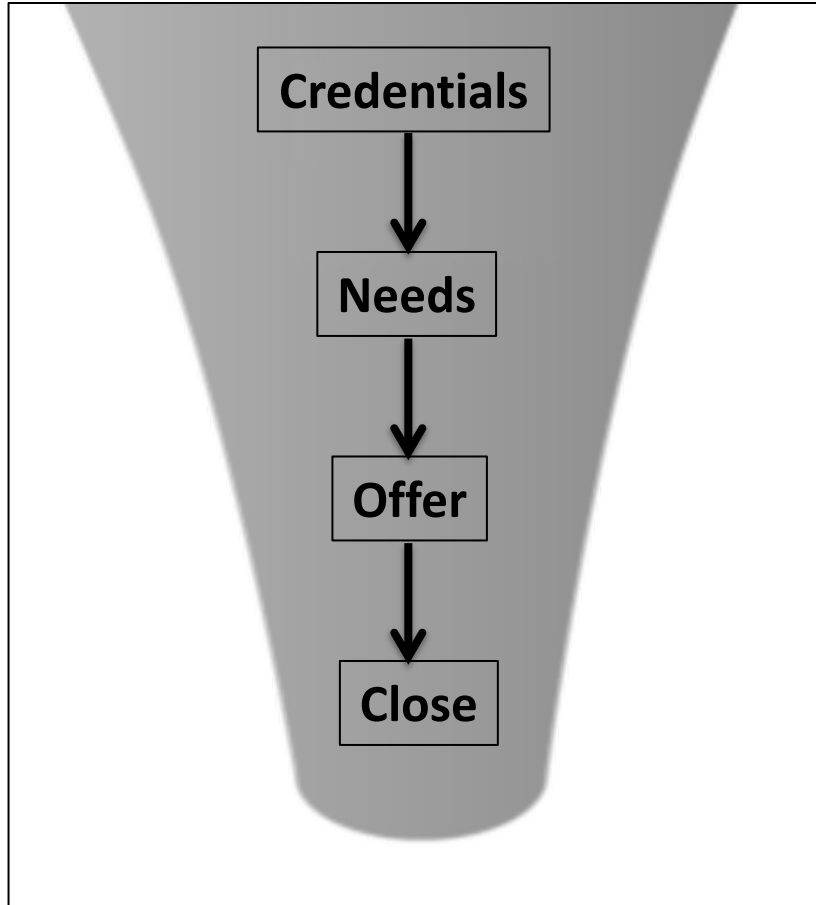
Marketing Automation software will help with this.

But in addition to the software you will also need....

LEAD NURTURING requires these elements



What is the **BOTTOM OF FUNNEL?**



5. Establish Credentials

Before they will trust us to help them further, buyers must understand and believe our credentials for solving their problems.

6. Understand & Define Needs

They know they've got a problem. And they now believe we can help them solve it. Now our buyers need to clearly understand and define what they need to do in order to start solving their problems.

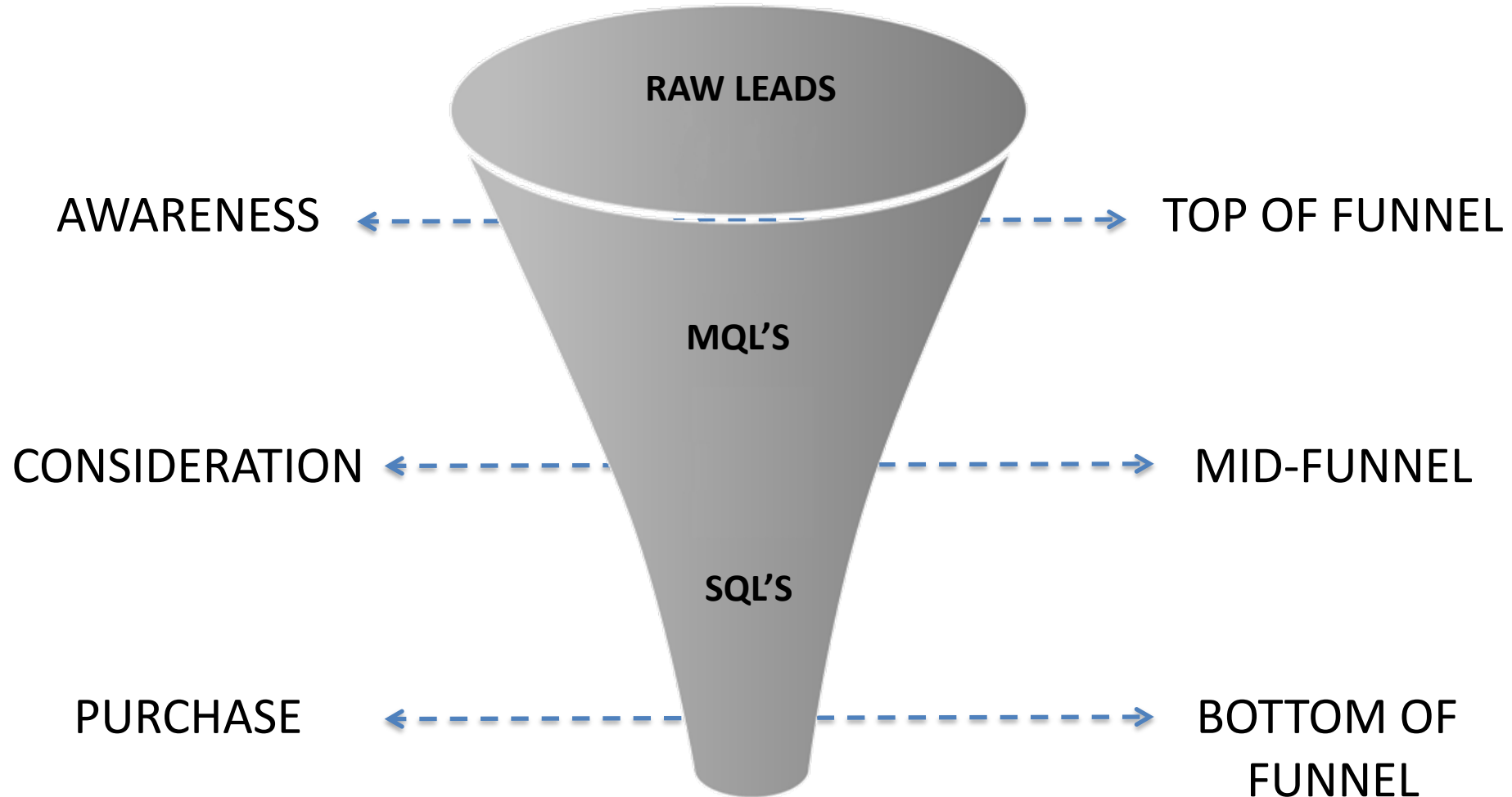
7. Accept Offers / Proposals

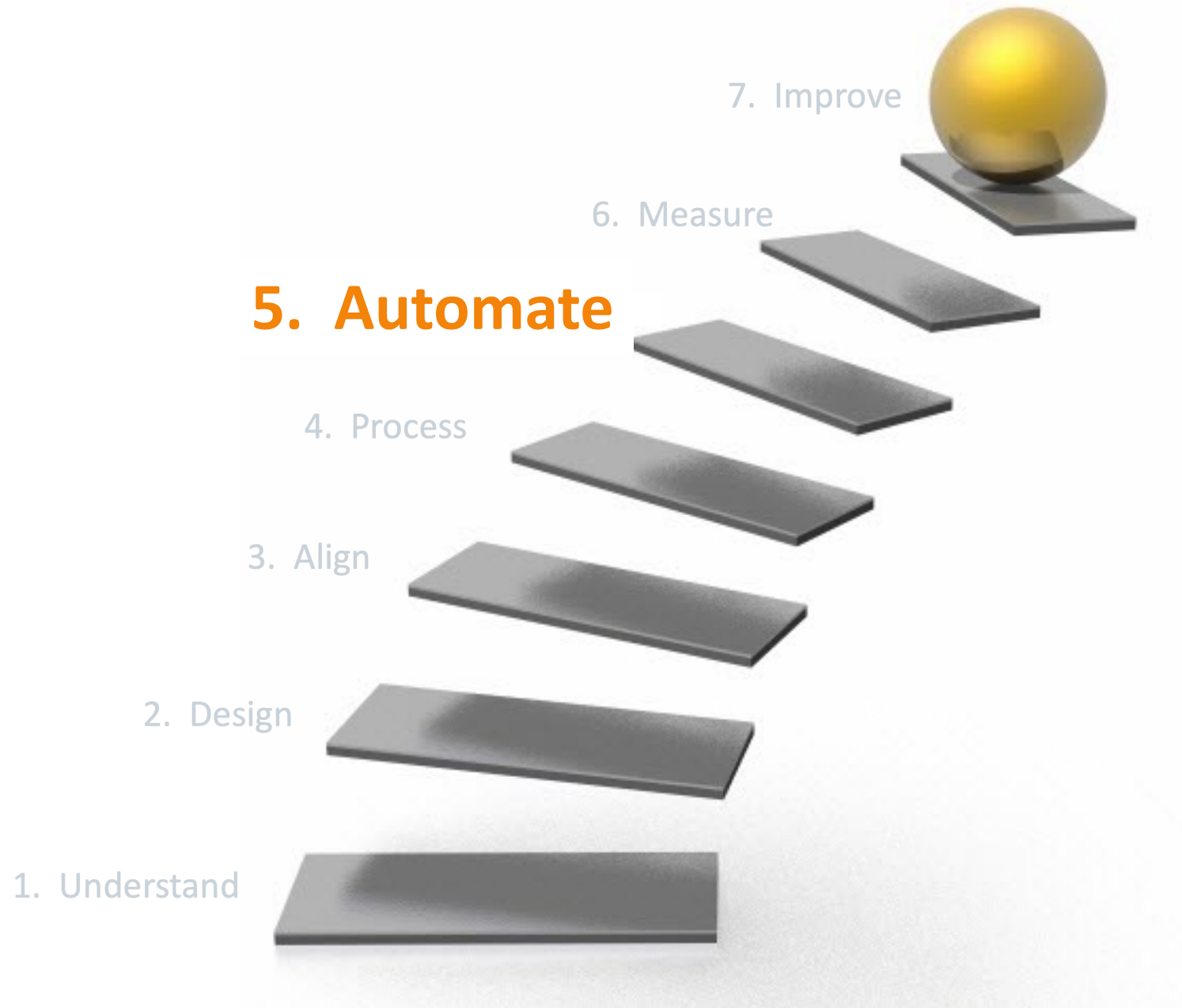
Armed with clear definition of their needs, buyers seek offers from providers who can address those needs. If you've managed the process well, one of those providers will be you. If you've done it really well, perhaps only you.

8. Close

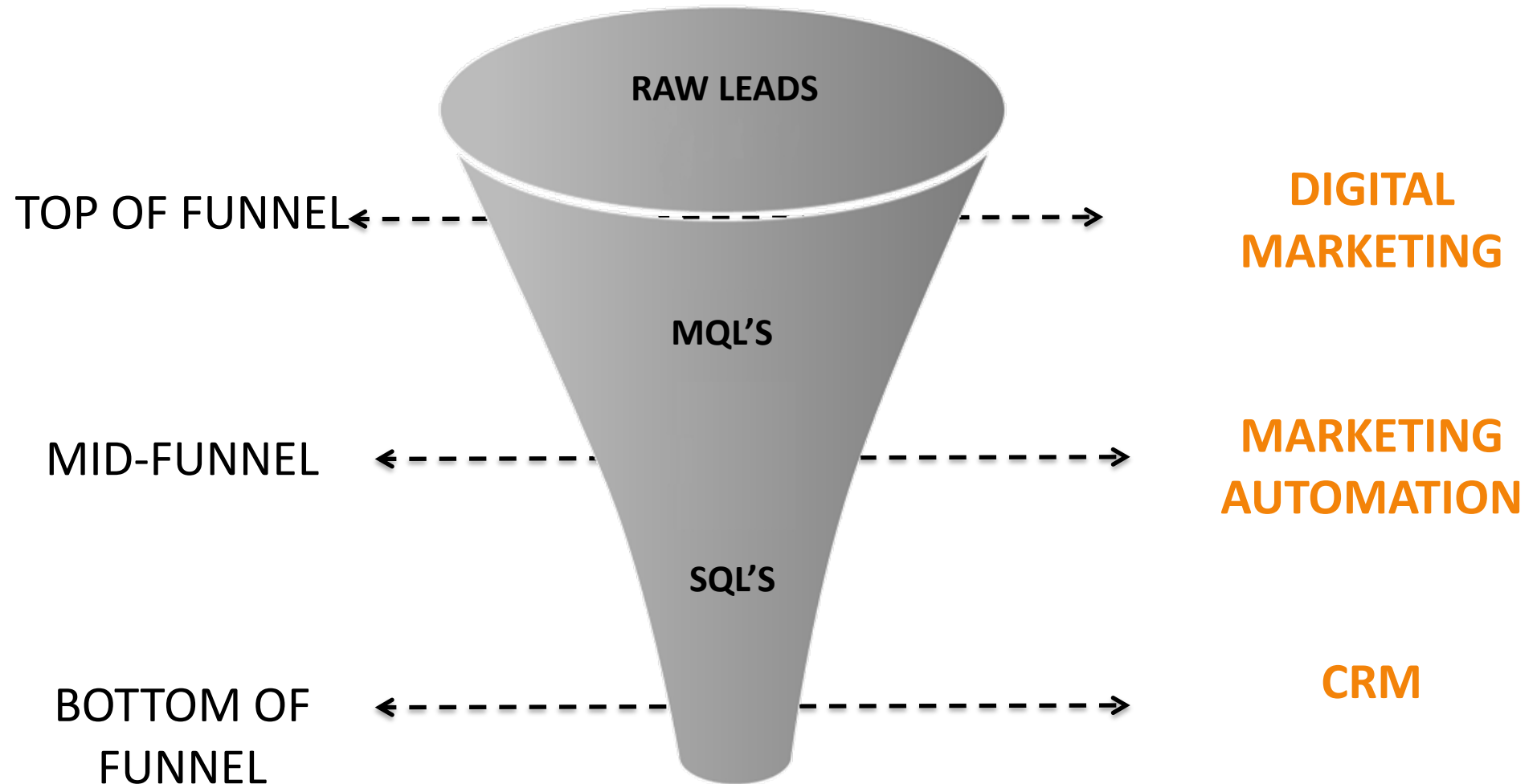
Self explanatory!

Summary of the **REVENUE PROCESS**





Technology Enables **AUTOMATION** of the Process



- Plan
- Communications Manager
- Data Relationships
- Data Dictionary
- Reporter
- Define Selection
- Waterfall
- Prioritise
- Conflicts
- Execute
- Evaluate
- Analysis
- Business Utilities
- Technical Utilities

Communications Manager

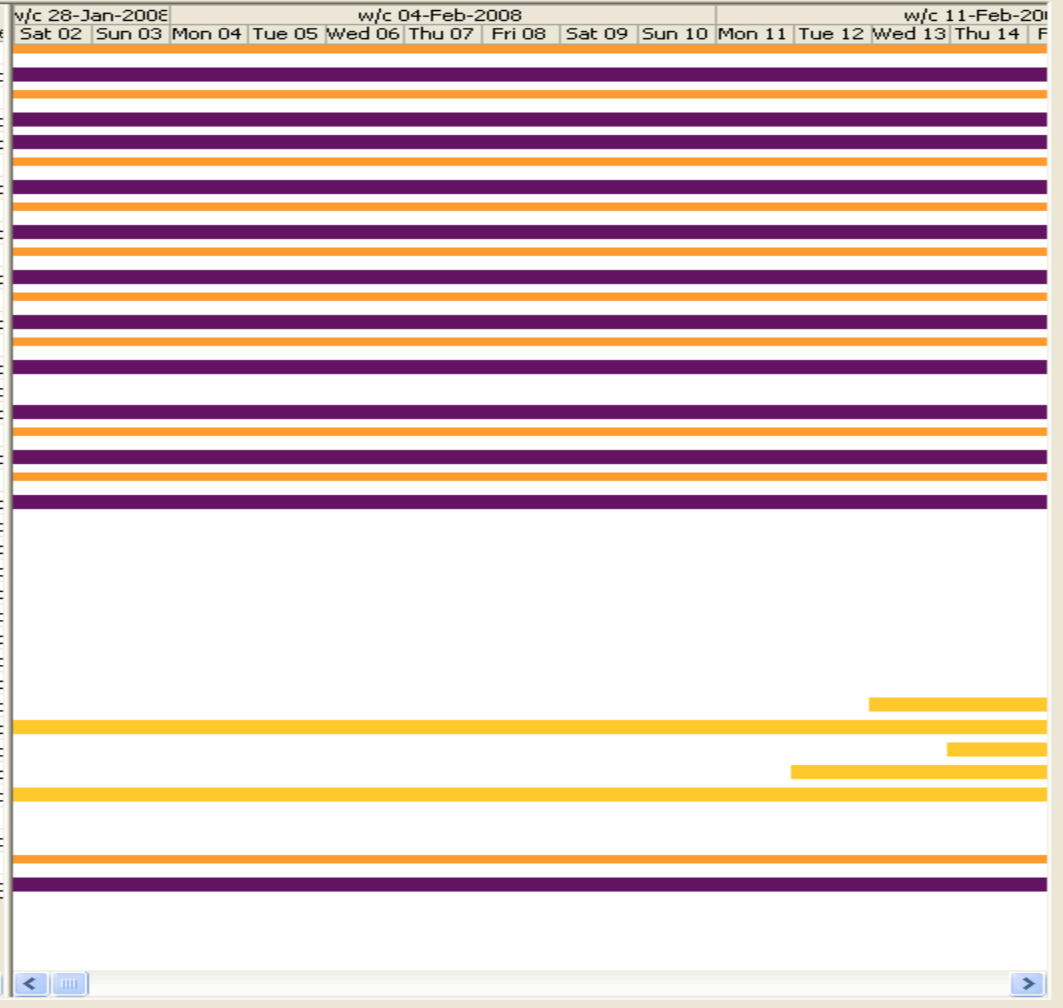
Timeline Options
Please specify the type of campaigns and date range you wish to view below. Click the refresh button to update the display.

From: 02-Feb-2008 to 02-Nov-2008 in Weeks Refresh

Only show my campaigns and communications.

Campaign and Communication View

Campaigns/Communications	Name/Description	Status	Start Date	End Date	Owner
ANZ User Groups 2008					
EV_UG_2008	Events for ANZ User Groups 20...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Adhoc_2008					
Additional08	Additional activity for SAS 200...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
GOV_08	Campaigns in the Government ...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Customer Care 2008					
CustCare2008	Customer Care Program 2008/...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
CustomerIntelligence2008					
CI_2008	Events for Customer Intelligen...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
EVENTS_2008					
GaryCokins08	Gary Cokins Tour on Performan...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Education_2008					
EDU_2008	Campaigns for Education 2008/...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Project Horizon 2008					
Horizon_2008	Communications for Project Ho...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
CXO_Survey_170408	CXO Survey 17th April 2008/CXO Su...	SCHED	17-Apr-2008	31-Dec-2008	ssalit
MQL_2008	Marketing Qualified Leads in 20...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
SASCOM_2008					
SASCOM_2008	Campaigns for SASCOM 2008/C...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
SAS_Briefings_2008					
Briefings_08	SAS Briefings in 2008/SAS Brief...	Not Authorised	01-Jan-2008	31-Dec-2008	ssalit
Analytics_Adel_080408	SAS Briefing on Leveraging Advance...	SCHED	25-Mar-2008	31-Dec-2008	ssalit
Analytics_Bris_130508	SAS Briefing on Leveraging Advance...	SCHED	23-Apr-2008	31-Dec-2008	ssalit
Analytics_Per_100408	SAS Briefing on Leveraging Advance...	SCHED	27-Mar-2008	31-Dec-2008	ssalit
DI_Bris_170408	SAS Briefing on Data Automation Bri...	SCHED	03-Apr-2008	31-Dec-2008	ssalit
DQ_Adel_060508	SAS Briefing on Data Governance A...	SCHED	16-Apr-2008	31-Dec-2008	ssalit
DQ_Can_010508	SAS Briefing on Data Governance C...	SCHED	10-Apr-2008	31-Dec-2008	ssalit
DQ_Mel_020508	SAS Briefing on Data Governance M...	SCHED	10-Apr-2008	31-Dec-2008	ssalit
DQ_Syd_300408	SAS Briefing on Data Governance S...	SCHED	09-Apr-2008	31-Dec-2008	ssalit
Predictive_PM_Adel_270...	SAS Briefing on Predictive Performa...	SCHED	13-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Can_140...	SAS Briefing on Predictive Performa...	SCHED	29-Jan-2008	31-Dec-2008	ssalit
Predictive_PM_Mel_280208	SAS Briefing on Predictive Performa...	SCHED	14-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Per_260208	SAS Briefing on Predictive Performa...	SCHED	12-Feb-2008	31-Dec-2008	ssalit
Predictive_PM_Syd_120...	SAS Briefing on Predictive Performa...	SCHED	29-Jan-2008	31-Dec-2008	ssalit
Tech Support 2008					
Tech_Supp_08	Tech Support 2008/Leads via T...	Not Authorised	18-Mar-2008	31-Dec-2008	ssalit
Whitepapers_2008					
WP_2008	Responses for Whitepaper Cam...	Authorised	01-Jan-2007	31-Dec-2008	ssalit



StrategyMix

[KEY DATA](#)
[CAMPAIGNS](#)
[MARKETING](#)
[LEADS](#)
[SALES](#)
[DASHBOARD](#)
[CONTACTS](#)
[HELP](#)
[SETUP](#)
[CUSTOM](#)
[LOG OUT](#)

[LEADS](#)
[MQLS](#)
[LEAD SCORES](#)
[ASSIGN](#)
[CONVERT](#)
[RESELLER LEADS](#)
[PIPELINE REPORTS](#)

View Lead Scores

Lead Status:

Last Update Range From: **To:**

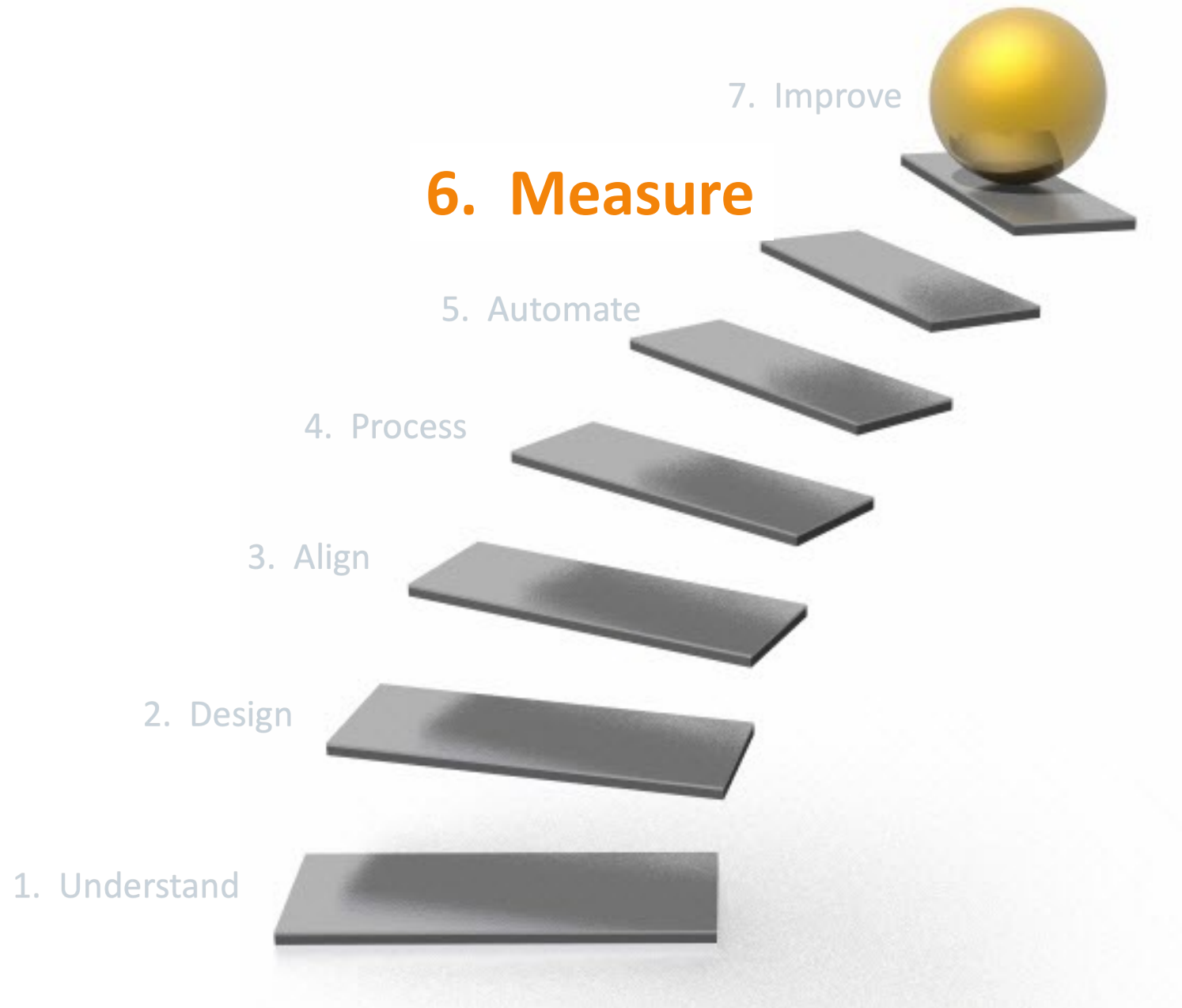
% Score Range From: **To:**

38 records

Card	Name	Position	Company	Lead Score	BDM	Last Contact	Lead Status
	Rochelle Holstein	Retail Credit Support Manager	National Australia Bank Ltd	76%	marketing		Not Qualified
	Alex Ma	Statistics	Department of Immigration	68%	marketing		Not Qualified
	Ekta Nankani	student	uws	68%	marketing		Not Qualified
	David Gee	Director of Business Strategy	Telstra Wholesale	67%	marketing		Not Qualified
	Michael Thompson	Consultant	Department of Education Employment and Workplace Relations	66%	marketing		Not Qualified
	Darren Johnson	Development Manager	HBOS Australia	66%	marketing		Not Qualified
	Leo Zhu	Senior Analyst Mortgages	HSBC Bank Australia Ltd	66%	marketing		Not Qualified
	Lucas Perrett	Business Analyst	Telstra Corporation Ltd	66%	marketing		Not Qualified
	Steven Starr	Manager, Strategy, Planning and Performance	CorpTech	65%	marketing		Not Qualified
	Craig Smith	Business Improvement Manager	Hills Industries	65%	marketing		Not Qualified
	Prapai Piggott	Senior Data Analyst	Health Department of Western Australia	62%	marketing		Not Qualified
	Peter Ortmueller	HR & Training Coordinator	Patience Bulk Haulage	62%	marketing		Not Qualified
	Steven Wojnarowski	Business Intelligence Manager	Victoria University	62%	marketing		Not Qualified
	john racker	ohs manager	biscom	61%	marketing		Not Qualified
	Elias Bamos	Program Manager BI & Data Warehouse	OPTUS	61%	marketing		Not Qualified
	Marlene Daicopoulos	Policy Management Officer	Townsville City Council	61%	marketing		Not Qualified
	Linda Monteith	GM HR	Oaks Hotels and Resorts	60%	marketing		Not Qualified
	Jeff Ryan	Contract Accountant	Paribus Pty Ltd	60%	marketing		Not Qualified

Campaign: Social Media-Related ([Create new email](#) | [Settings](#) | [Reports](#))

STATUS	SUBJECT LINE	TIMING	
On (Turn off)	6 Reasons Social Media Helps Grow Business Unique clicks: 2.7% ... more	Day 1	Edit email Preview Delete
On (Turn off)	7 Twitter Ideas to Improve Your Marketing & PR Unique clicks: 2.04% ... more	Day 3	Edit email Preview Delete
On (Turn off)	Help - My Twitter Handle is Taken Unique clicks: 0.63% ... more	Day 5	Edit email Preview Delete
On (Turn off)	Use Twitter to Monitor, Follow & Engage Unique clicks: 4.41% ... more	Day 10	Edit email Preview Delete
On (Turn off)	5 Steps to Monitor Social Media on Your Time Unique clicks: 2.86% ... more	Day 15	Edit email Preview Delete

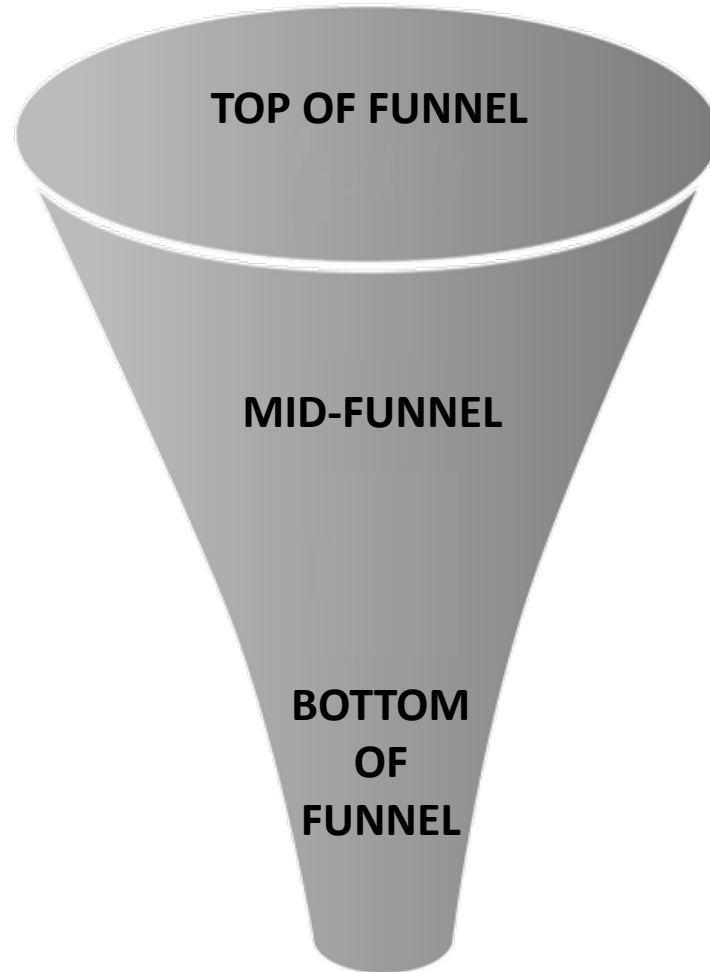




IN GOD WE TRUST.

ALL OTHERS BRING **DATA!**

Identify Your **KEY PROGRESSION METRICS**



Conversion of **LEADS** to **APPOINTMENTS**?

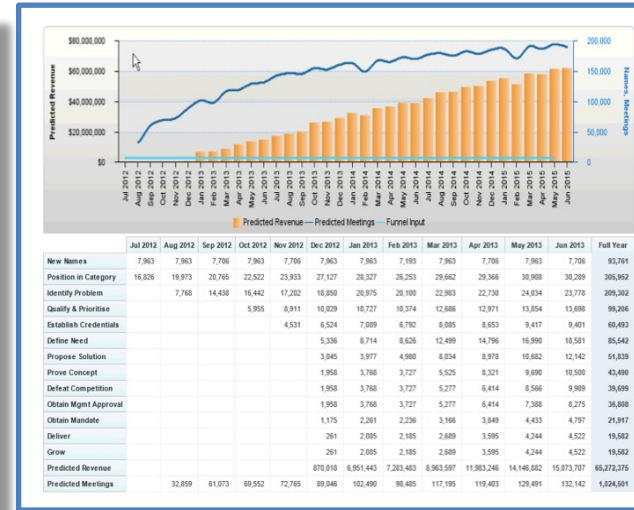


Conversion of **APPOINTMENTS** to **OFFERS**?



Conversion of **OFFERS** to **CLOSURES**?

Use **PREDICTIVE ANALYTICS** to manage the **FUTURE** – not just the present



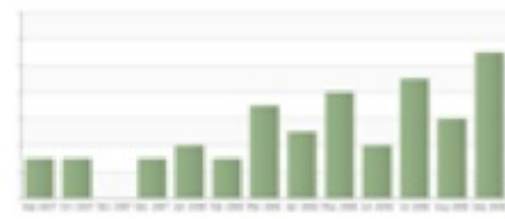
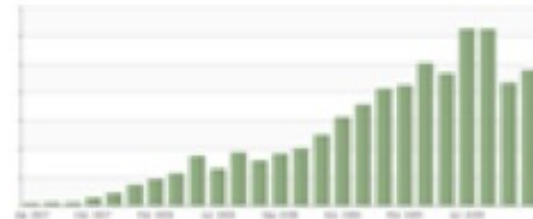
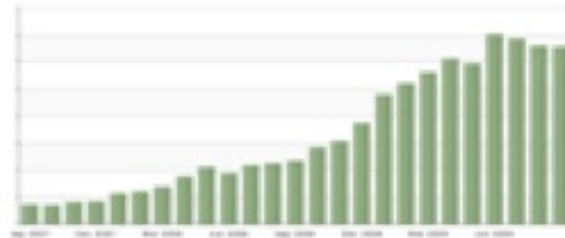


Visitors

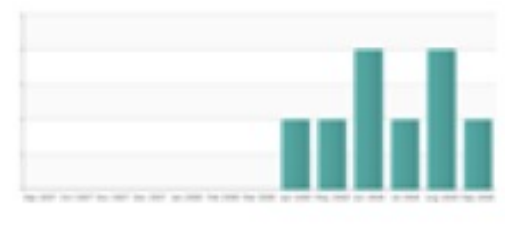
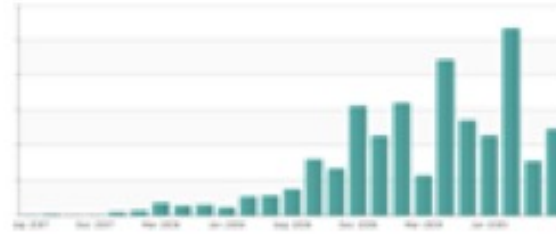
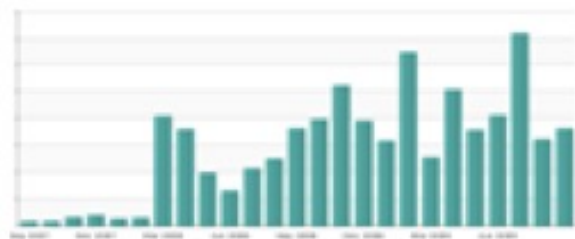
Leads

Sales

SEO



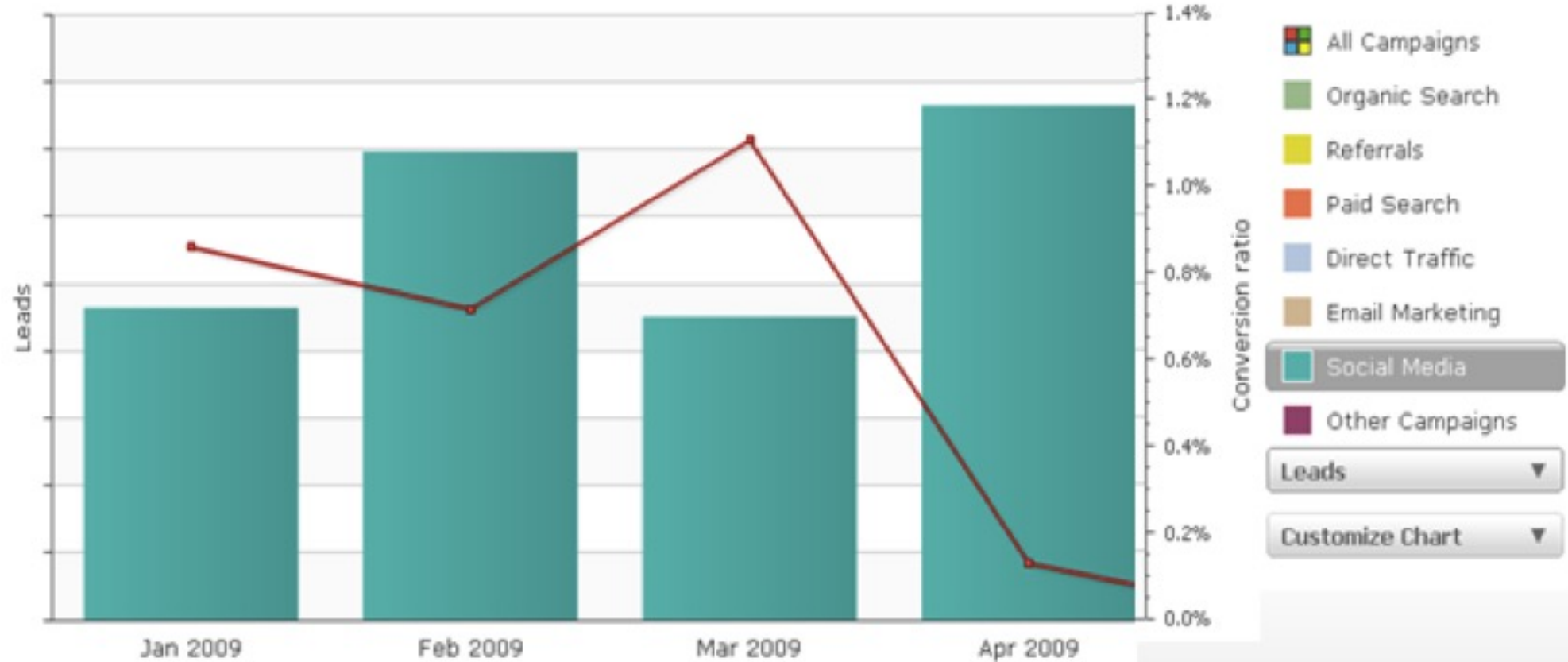
Social Media



REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS BY MONTH
websitegrader.com		25%		1.2%		.3%	
blog.hubspot.com		8.9%		.97%		.087%	

SITE	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Twitter	3,964	4.2%	168	2.4%	4	.1%
LinkedIn	3,162	9.6%	303	1.7%	5	.16%
Facebook	3,145	8.9%	281	1.8%	5	.16%
StumbleUpon	355	.28%	1	0%	0	0%
Delicious	262	1.1%	3	0%	0	0%
YouTube	138	2.9%	4	0%	0	0%
SlideShare	136	4.4%	6	17%	1	.74%
Wikipedia	57	7%	4	0%	0	0%
Ning	43	7%	3	0%	0	0%

Leads from Social Media



Only by measuring the **CONVERSION THROUGHPUT** and **VELOCITY** of your pipeline(s) can you identify what is working, what isn't working – and where the **BLOCKAGES** are. Once you know where they are, you can act to rectify them.

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total 2012	Total 2013	Total 2014
Funnel Input	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,600	0	7,800
Position in Category	258	366	345	270	222	184	191	120	102	67	44	31	2,190	72	4,152
Identify Problem	41	95	158	153	117	97	91	74	53	42	31	21	974	48	1,705
Qualify & Prioritize	5	53	103	72	97	93	82	59	48	45	29	22	709	56	1,150
Establish Credentials	61	11	39	57	54	52	61	61	45	38	29	25	533	64	701
Define Need	20	68	21	69	82	83	72	105	112	116	108	113	960	967	1,420
Propose Solution	13	25	8	27	31	32	27	39	42	43	40	42	370	355	530
Prove Concept	0	0	5	11	12	24	32	34	28	40	44	39	268	372	497
Defeat Competition	20	0	5	11	12	18	34	26	33	33	37	41	270	379	486
Obtain Mgmt Approval	5	0	1	3	3	4	9	7	8	8	9	10	68	95	121
Obtain Mandate	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Deliver	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Grow	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Predicted Revenue	50,000	125,000	0	47,631	90,202	57,342	91,824	197,895	182,855	200,587	184,533	202,638	1,439,508	2,985,797	3,913,564
Predicted Meetings	122	161	61	158	186	225	262	325	362	369	351	373	2,954	2,938	4,153



**WHAT IS STOPPING YOU FROM
INCREASING YOUR SALES BY 100%?**

A.	Lead to Appointment (Top of Funnel)	35%	IMPROVE BY 5% =	40%
B.	Appointment to Offer (Mid-Funnel)	35%	IMPROVE BY 5% =	40%
C.	Offer to Close (Bottom of Funnel)	20%	IMPROVE BY 10% =	30%
D.	End-to-End Conversion (AxBxC)	2.45%		4.80%
E.	Sales	<u>\$20,000,000</u>		<u>\$39,183,673</u>

INCREMENTAL IMPROVEMENTS at each stage of the Funnel can result in dramatic increases in End-to-End Revenue Performance.

Assuming your company was operating at the average Australian conversion benchmarks, 5% Improvements at Top and Mid and 10% at Bottom of Funnel will drive a **96% OVERALL INCREASE** in revenue.

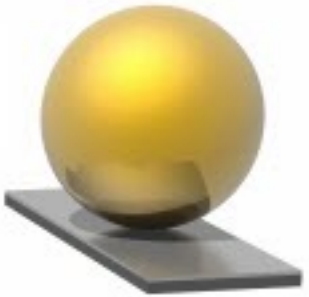
Would an investment equal to
.5% OF SALES be worth it for that?



E.	Sales	<u>\$20,000,000</u>	<u>\$39,183,673</u>
F.	Cost of Sales	<u>\$13,200,000</u>	<u>\$25,861,224</u>
G.	Gross Margin (E-F)	\$6,800,000	\$13,322,449
	Gross Margin %	34%	34%
H.	Overheads	<u>\$5,800,000</u>	<u>\$6,800,000</u>
J.	EBITDA (G-H)	\$1,000,000	\$6,522,449
K.	Value Multiple	<u>4</u>	<u>4</u>
L.	Valuation (JxK)	<u>\$4,000,000</u>	<u>\$26,089,796</u>



7. Improve



6. Measure



5. Automate



4. Process



3. Align



2. Design



1. Understand





HOW?



1. WHERE ARE WE NOW?

- What's working well?
- What's holding us back?
- Where are the opportunities?
- What are the risks?

2. WHAT SHOULD WE DO?

3. HOW DO WE START?

Revenue Performance **DIAGNOSTIC**

You need to start with as accurate and complete a picture of your current position, capabilities and risks as you can afford to prepare.

If you start with rubbish, you'll end with rubbish.

Be careful about running initial diagnostics on your current revenue systems yourself.

If you had a pain in your head that wouldn't go away, would you diagnose yourself – or call a doctor for an MRI?





Revenue Performance Diagnostic

SAMPLECO LTD

Preliminary Observations & Recommendations

RPM Group International

July 2012

more national
Constant
pressures
stability
suffering
Australia
improve
Web
Europe
WEB
outlook
service
financial
internet
Nervous
affecting
markets
technology
channels
demands
Shortening
Credit
Strong
development
Competitive
Cost
Regulation
Technologies
my
UD
need
GFC
New
development
ing
Technologies
Online/alternate
Marketplace
increasingly
exporte
Restrict
product
Staff
Fewer
workfor
exporte
economic



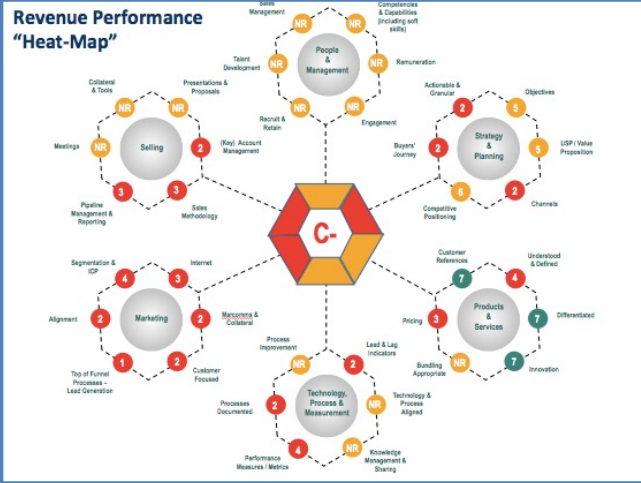
REVENUE RISK ASSESSMENT

7. To what extent do you agree with the statement: "Sales people all know their targets & associated KPIs, including week by week pipeline goals. These are measured and coached on"

	Response Percent	Response Count
A lot. It is a big part of how we do things	25.0%	4
Quite a lot. Not always though	50.0%	8
Often - but not consistently	18.8%	3
Rarely - but sometimes	6.3%	1
Never. We don't do this	0.0%	0
Other comments (please specify)		5
answered question		16

360 Revenue Diagnostic: SampleCorp

Components	Weighted Target	Assessed Rating	Visual Representation of Component Weightings	Focus Areas For Your BPM Journey
1. Strategy & Planning	10	10		Business Strategy Review Business Development Sales & Marketing Product Development Customer Service Operational Efficiency
2. Products and Services	10	10		Product Development Marketing & Sales Customer Service Operational Efficiency Customer Feedback
3. Revenue Process & Tools	10	10		Revenue Development Performance Measurement Management Reporting Process & Technology Alignment Project Management Process Improvement
4. People and Management	10	10		Recruitment & Retention Training & Development Performance Management Employee Engagement Organizational Structure Innovation



1. Corporate Context

Expectations: Assessed

Understands strategy & goals: Assessed

Understands/aligns with immediate superior: Assessed

Remit and scope: Assessed

2. Alignment with Other Functions

Marketing: Assessed

Finance: Assessed

Customer Support: Assessed

HR: Assessed

Operations: Assessed

3. Process

Sales systems: Assessed

Pipeline management: Assessed

Appraisals: Assessed

Coaching template: Assessed

Forecasting: Assessed

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total 2012	Total 2013	Total 2014
Figured Target	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,000	6	7,800
Position in Category	258	306	345	270	222	184	191	120	102	67	44	31	2,199	72	4,152
Identify Products	41	95	158	153	117	97	91	74	53	42	31	21	974	48	1,795
Quality & Profit/Eth	5	53	103	72	97	93	82	59	48	45	29	22	709	56	1,158
Establish Credentials	61	11	39	57	54	52	61	61	45	38	29	25	533	64	781
Define Need	20	68	21	69	82	83	72	105	112	116	108	113	969	907	1,430
Propose Solution	13	25	8	27	31	32	27	38	42	43	40	42	370	355	539
Phone Concept	0	0	5	11	12	24	32	34	28	40	44	39	268	372	497
Defeat Competition	20	0	5	11	12	18	34	26	33	33	37	41	270	379	486
Obtain Mgmt Approval	5	0	1	3	3	4	9	7	8	8	9	10	68	95	121
Obtain Mandate	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Deliver	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Grow	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Predicted Revenue	50,000	125,000	0	47,631	96,202	57,342	91,824	197,895	182,855	209,587	184,533	292,838	1,439,508	2,385,797	3,913,584
Predicted Meetings	122	161	61	158	186	225	262	325	362	369	351	373	2,954	2,938	4,153

The skills and competencies of your **MANAGEMENT** and **PEOPLE** will be critical.

00 Report - Susan Sample

Susan Sample's PITCH Partners Business Development Summary Report

Participant	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7	Participant 8	Participant 9
DISC Behavioral Style	Control	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)
	Influencing	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)
	Steadiness	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)
	Compliance	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)	25%	Equal to 4 (Score from 25%)
Self Personality Dimensions	Self-Confidence	85%	75%	85%	85%	85%	85%	85%	85%
	Aggressiveness	85%	85%	85%	85%	85%	85%	85%	85%
	Compassion	85%	85%	85%	85%	85%	85%	85%	85%
	Emotional Stability	85%	85%	85%	85%	85%	85%	85%	85%
Social Personality Dimensions	Open Mindedness	75%	75%	75%	75%	75%	75%	75%	75%
	Emotional Intelligence	75%	75%	75%	75%	75%	75%	75%	75%
	Optimism	75%	75%	75%	75%	75%	75%	75%	75%
	Attention Orientation	85%	85%	85%	85%	85%	85%	85%	85%
Social Skills Dimensions	Self-Confidence	85%	85%	85%	85%	85%	85%	85%	85%
	Persuasion & Influencing	85%	85%	85%	85%	85%	85%	85%	85%
	Sales Pitch	75%	75%	75%	75%	75%	75%	75%	75%
	Follow-Up	85%	85%	85%	85%	85%	85%	85%	85%
Business Development Skills	Networking & Prospecting Ability	85%	75%	85%	85%	85%	85%	85%	85%
	Contract Negotiation	85%	85%	85%	85%	85%	85%	85%	85%
	Accounting	85%	85%	85%	85%	85%	85%	85%	85%
	Marketing	85%	85%	85%	85%	85%	85%	85%	85%
Business Development Knowledge	Business Development	85%	85%	85%	85%	85%	85%	85%	85%
	Marketing	85%	85%	85%	85%	85%	85%	85%	85%
	Selling	85%	85%	85%	85%	85%	85%	85%	85%
	Following Up	85%	85%	85%	85%	85%	85%	85%	85%
Pitcher Partners Profile	Understanding & Education	85%	85%	85%	85%	85%	85%	85%	85%
	Specialty Research Experience	85%	85%	85%	85%	85%	85%	85%	85%
	Overall Preparation for Decision	85%	85%	85%	85%	85%	85%	85%	85%
	Size Business Development Channel Professional	85%	85%	85%	85%	85%	85%	85%	85%
Business Development Professional	Relationship Management	85%	85%	85%	85%	85%	85%	85%	85%
	Strategic Analysis - Data Professional	85%	85%	85%	85%	85%	85%	85%	85%
	Overall Preparation for Decision	85%	85%	85%	85%	85%	85%	85%	85%
	Overall Preparation for Decision	85%	85%	85%	85%	85%	85%	85%	85%
Susan's Pitcher Partners Influence Overall Score		85%	85%	85%	85%	85%	85%	85%	85%



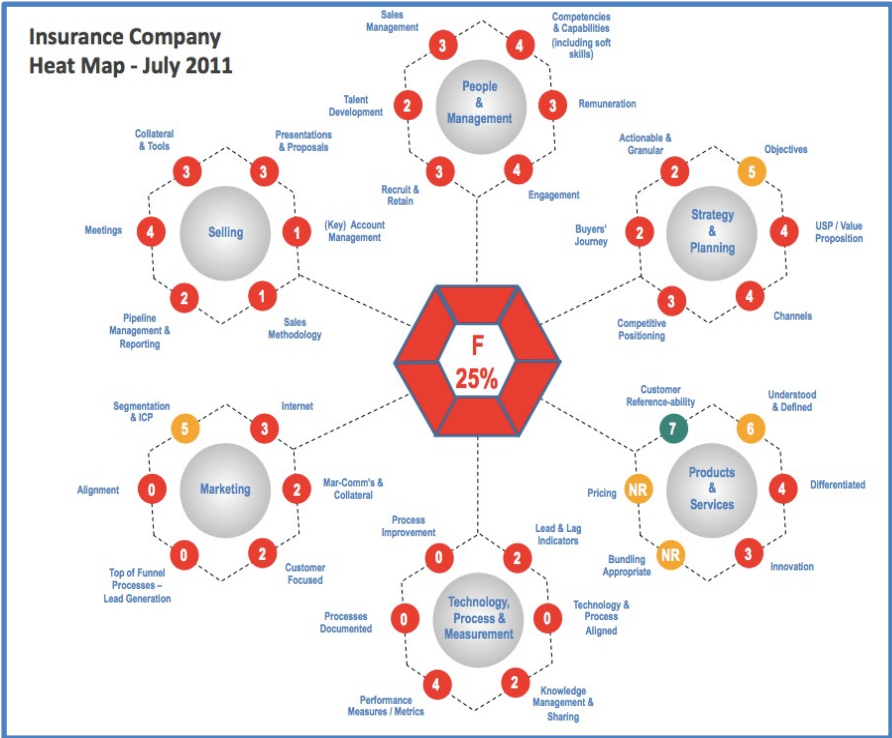
Even the best F1 car needs a highly capable driver.

Do your people have **“the Right Stuff”** to drive the machine you’re building for them?

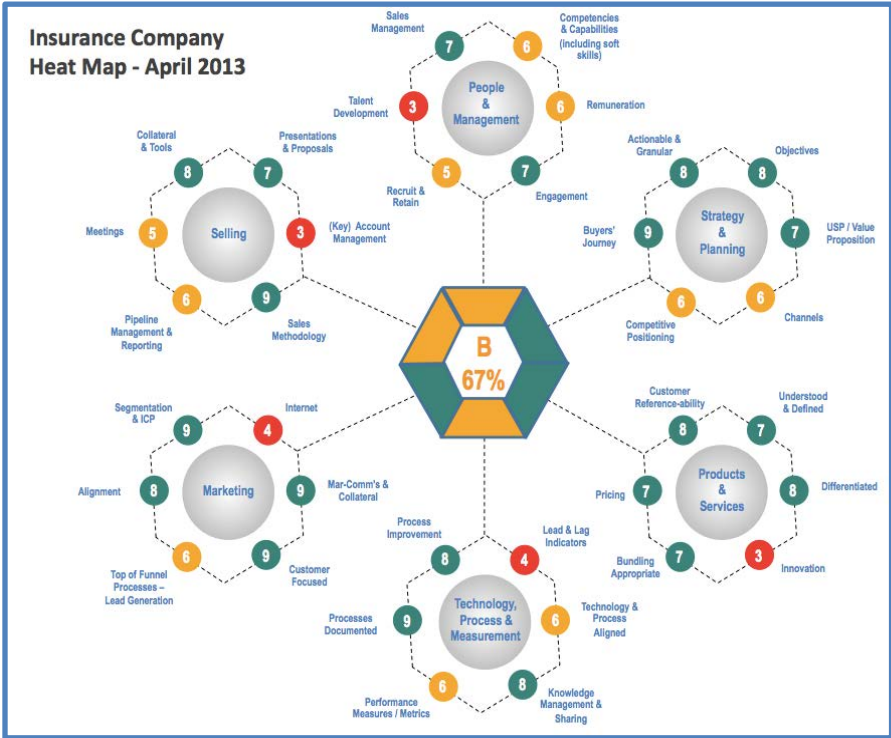
Participants	Prospect Engagement	Credential Positioning	Need Identification	Solution Proposal	Concept Validation	Overcoming Objections	Closing	Following Up	Totals
Participant 1	45	37	95	90	65	90	21	82	65.6
Participant 2	82	34	41	65	78	90	80	60	66.3
Participant 3	76	75	60	78	90	90	39	81	73.6
Participant 4	31	28	41	85	60	75	38	82	55.0
Participant 5	34	75	81	92	78	90	80	98	78.5
Participant 6	38	34	61	68	80	80	60	80	62.6
Participant 7	46	84	85	80	56	68	40	98	69.6
Participant 8	45	43	59	56	43	40	61	43	48.8
Participant 9	42	38	58	90	90	90	63	83	69.3
	48.8	49.8	64.6	78.2	71.1	79.2	53.6	78.6	65.5

Understanding your current position and capabilities means you can **MOVE THE RIGHT DIALS** in the shortest possible time.

From this.....



....To this



Then build a **REVENUE BLUEPRINT** for the future



REVENUEPLAN™ PLAN-ON-A-PAGE

Objectives for Ansvar

	Revenue	Growth
Quarter 1	\$8.1M	
Quarter 2	\$9.2M	
Quarter 3	\$9.2M	
Quarter 4	\$9.2M	
Year 1	\$34.8M	40%
Year 2	\$38.1M	10%

The Problem We Solve

NOT CONFIDENT THAT MY COMPETITOR IS RIGHT FOR ME AND I OR THAT I'M GETTING VALUE FROM MY RESOURCE SPEND

BECAUSE MY RESOURCE PROVIDERS DON'T FULLY UNDERSTAND THE ENVIRONMENT IN WHICH OPERATE AND THE RISKS I NEED TO MANAGE.

Buyers Most Troubled by that Problem - ICP

- Spiritual leaders & CFO's of 7-10 orgs
- CEOs, CFO's and Finance Managers in Care organizations
- CFO's, Finance and Business Managers in Education organizations
- CEO's, CFO's and Business Managers in Not For Profit and Community Service Organizations
- Owners and Principals with Heritage assets

Why Buyers Will Engage with Ansvar

- Brand core values
- Brand awareness
- Understanding of their business challenges and needs, and customer intent
- Add value and depth of expertise in alternatives
- Direct recommendations
- Specialized and sensitive claims handling services
- Beacause we follow!

Core Elements of Ansvar's USP - "WTF MT?"

- Greater personal knowledge and value to my business
- Kudos
- Knowledge from sharing with peers and feedback
- Reduction in risk to my reputation
- Help me do my job through access to expert resources
- Personal satisfaction from working with recognized experts, with excellent meeting notes

RevenueModel™

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2013
Revenue	1,000,000	1,100,000	1,200,000	1,300,000	1,400,000	1,500,000	1,600,000	1,700,000	1,800,000	1,900,000	2,000,000	2,100,000	2,200,000
Meetings	100	110	120	130	140	150	160	170	180	190	200	210	220

Execution

MONTHS 1-2

- Finalize the business plan and secure financing
- Identify and secure key personnel
- Develop and execute marketing strategy
- Establish relationships with key stakeholders

MONTH 3

- Implement operational processes
- Monitor and adjust business plan
- Build brand awareness

QUARTER 2

- Expand sales and marketing efforts
- Optimize operational efficiency
- Strengthen relationships with key stakeholders

QUARTER 3

- Review and adjust business plan
- Implement new initiatives
- Monitor and adjust business plan

QUARTER 4

- Finalize business plan
- Review and adjust business plan
- Monitor and adjust business plan

YEAR 1

- Review and adjust business plan
- Monitor and adjust business plan
- Monitor and adjust business plan

YEAR 2

- Review and adjust business plan
- Monitor and adjust business plan
- Monitor and adjust business plan

YEAR 3

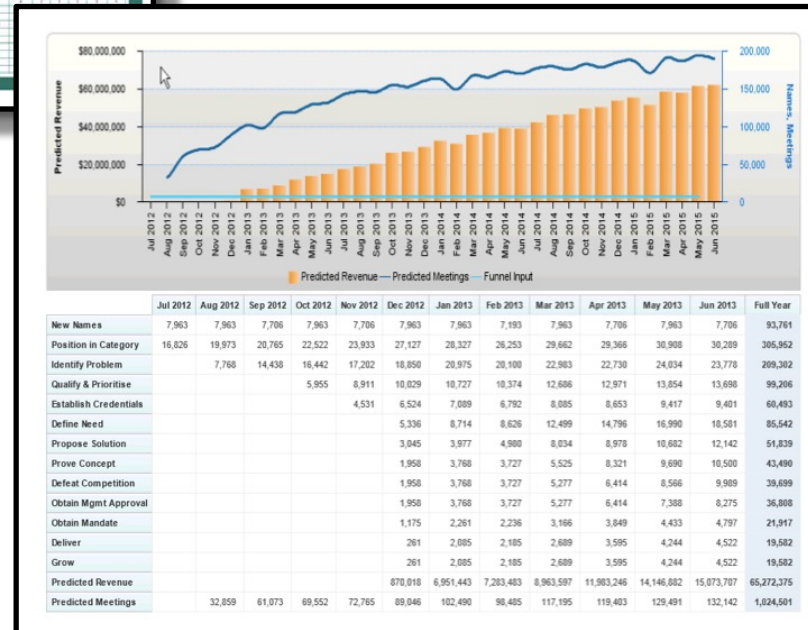
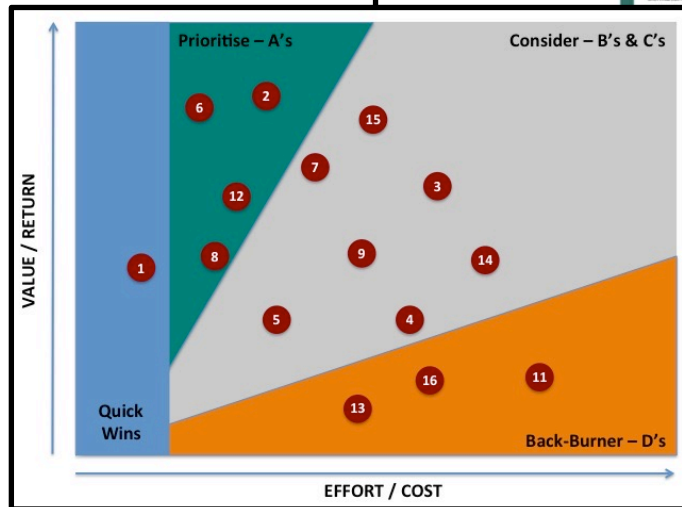
- Review and adjust business plan
- Monitor and adjust business plan
- Monitor and adjust business plan

Resourcing

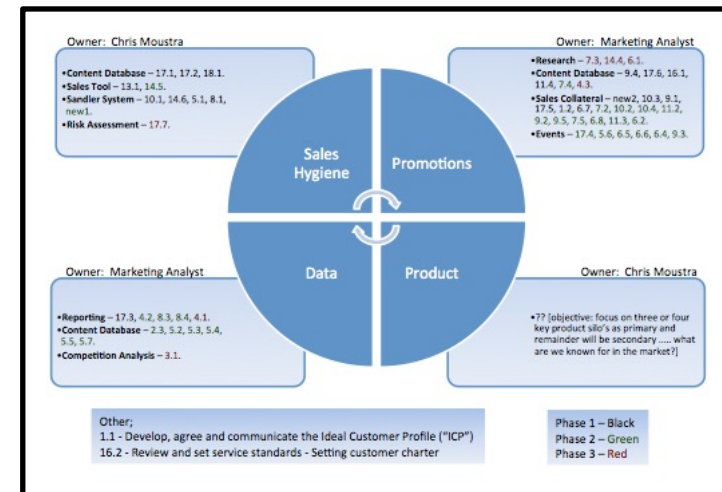
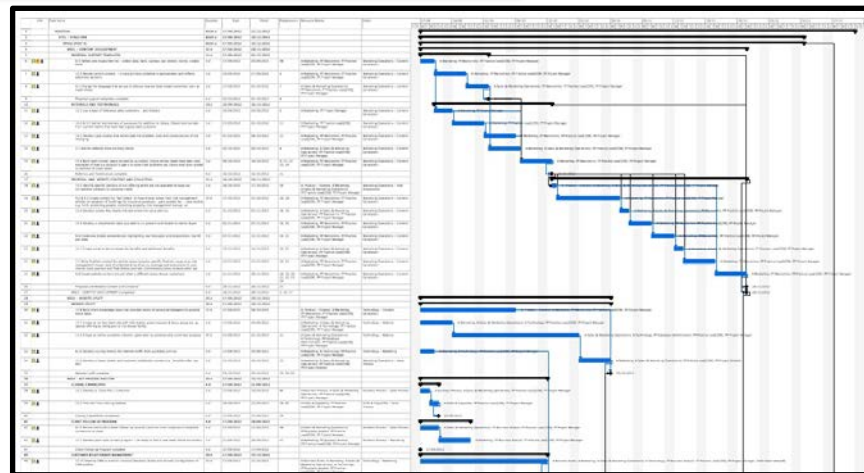
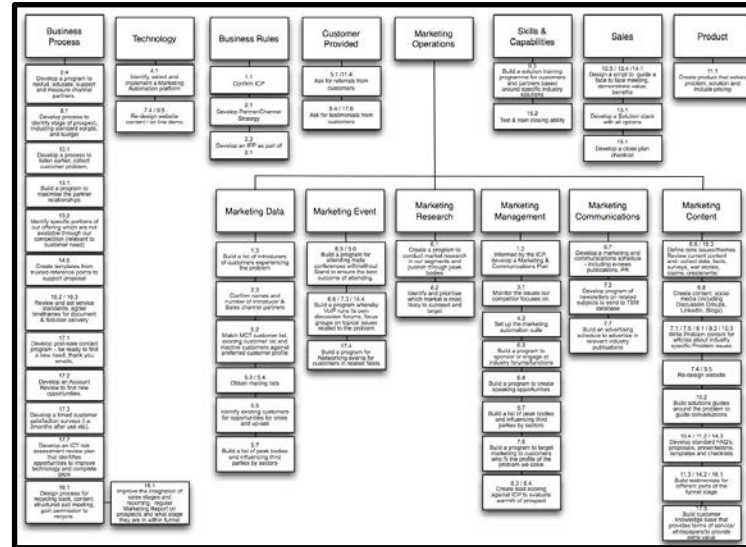
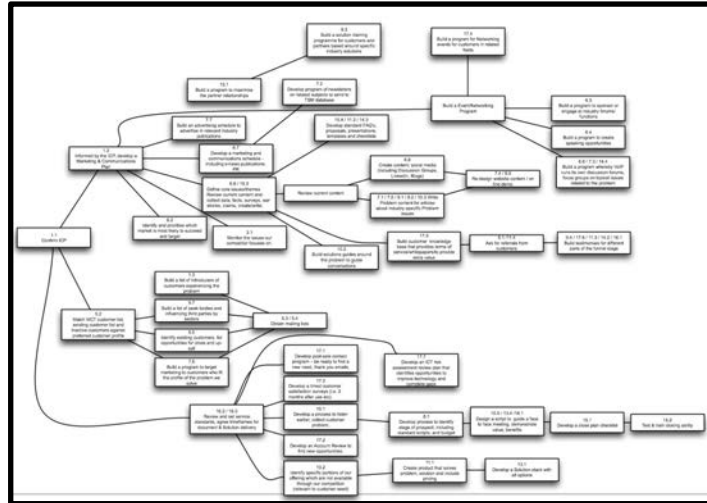
Channels - Thru

Competition - Who Else Solves This Problem?

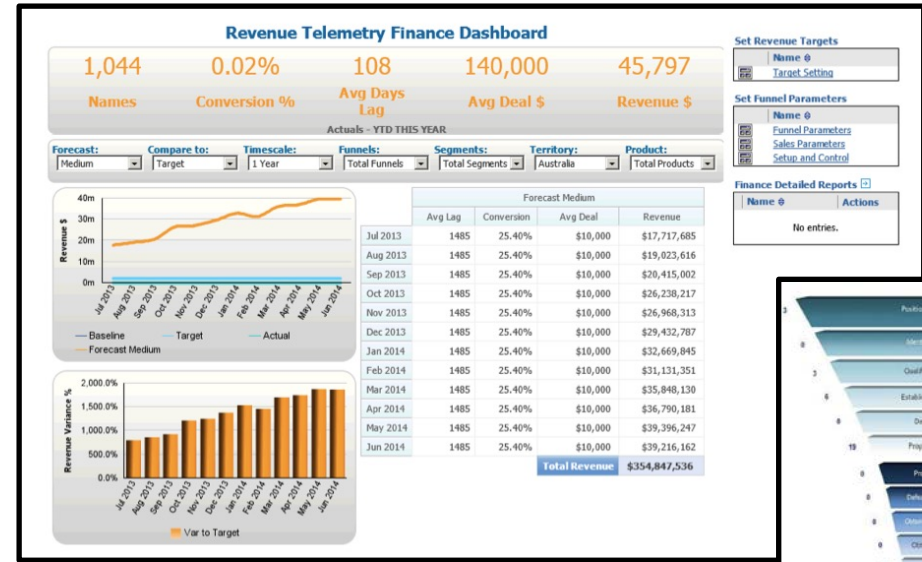
Competitor	Revenue	Meetings
Competitor A	1,000,000	100
Competitor B	1,100,000	110
Competitor C	1,200,000	120



....and a CLEAR PLAN for EXECUTING that Blueprint.



Including all the right PREDICTIVE METRICS and DASHBOARDS to make sure you stay on track



Set Revenue Targets

Name @
Target Setting

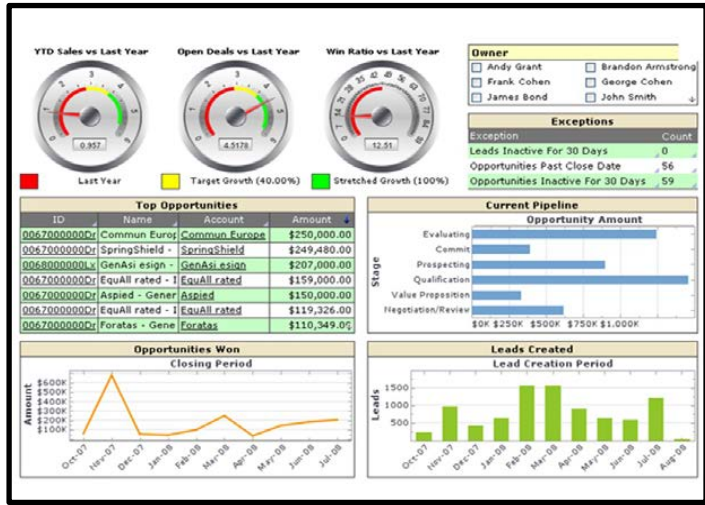
Set Funnel Parameters

Name @
Funnel Parameters
Sales Parameters
Setup and Control

Finance Detailed Reports

Name @ Actions

No entries.



UNBLOCKING YOUR PIPELINE

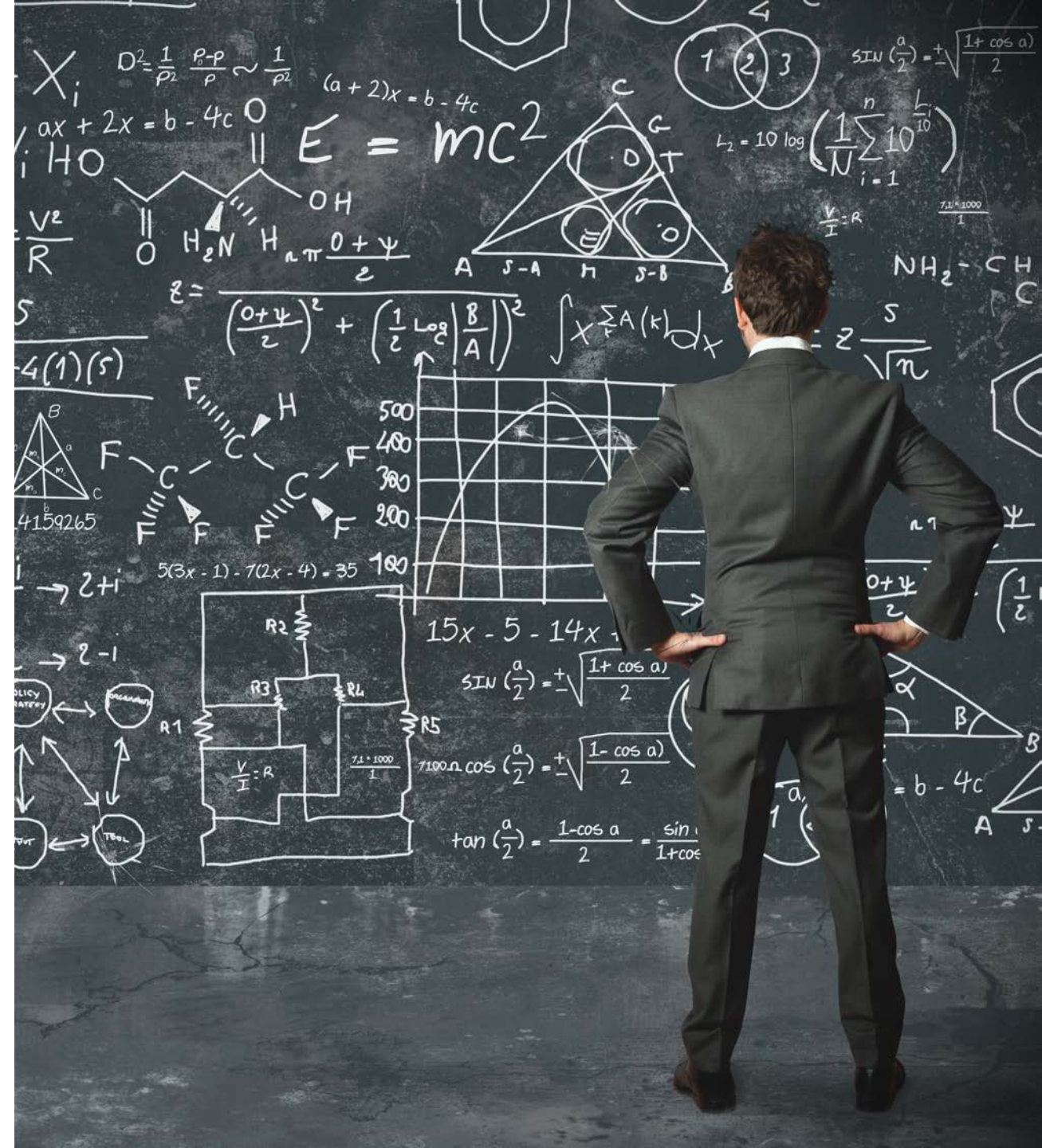


To unblock your pipeline, you need to the right measures to know exactly what's blocked and how badly.

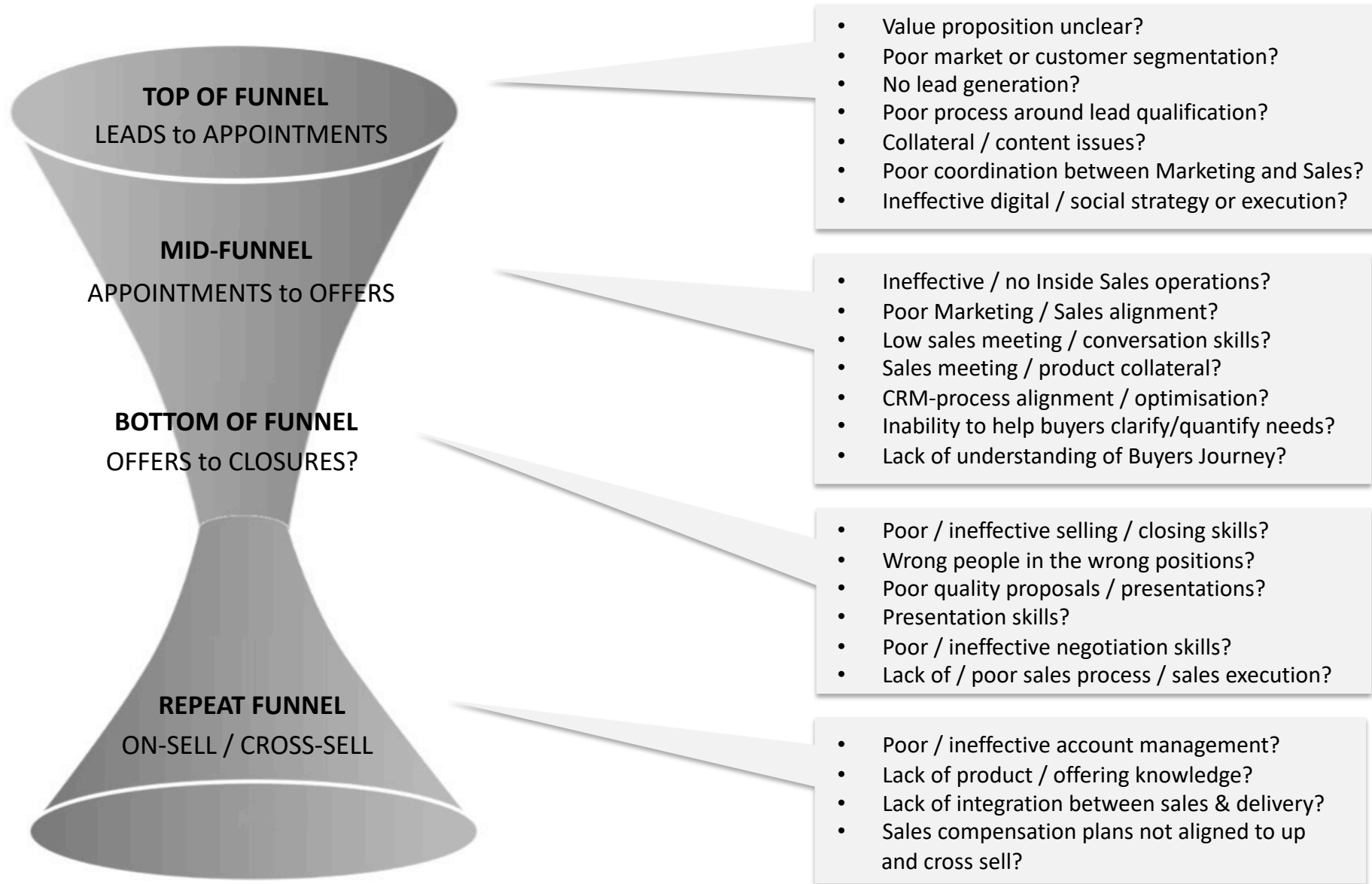
Otherwise – you're guessing!

If you're lucky you'll be right.
If you're not you'll waste your money and resources.

You might even make it worse...
MUCH WORSE!




Accurate **MEASUREMENT** and **ANALYTICS** highlights **ROOT CAUSES** which then inform the appropriate **REMEDIAL ACTIONS**



As opposed to **GUT FEEL, GUESSWORK** and **PROBLEMATIC RESULTS** CEO's put with today.





Which organisations and people within them suffer from those problems? Who suffers most?

How do they research and buy solutions to those problems when they know they have them?

Do our products and services represent valuable solutions to those problems?

Who else helps our buyers solve these problems? How will we defeat them?

What problems can we solve for our customers – better than anyone else can?

How effectively do we market and sell to those buyers?



RevenueTEK^{gears}

www.revenuetek.com