

# WELCOME

**“50 Hours: The Aligned Way to Improve Sales Productivity”**  
will begin promptly at 2 minutes after the hour.

There is no dial-in telephone number associated with this webinar; your speakers will serve as your audio. Please take this time to check if your speakers are in proper working order.

# We Welcome Your Questions

50 Hour Work Week: How to Optimize Sales Rep Productivity

Slides

## WELCOME

**“50 Hours: The Aligned Way to Improve Sales Productivity”**  
will begin promptly at 2 minutes after the hour.

There is no dial-in telephone number associated with this webinar; your speakers will serve as your audio. Please take this time to check if your speakers are in proper working order.

Q&A

Submit

Twitter

Post



*Where sales and marketing meet*

6/13/2013

# 50 Hours: The Aligned Way to Improve Sales Productivity

James Ninivaggi  
Service Director, SES

Stu Schmidt  
CEO & President of ConnectAndSell

# Today's Event is Sponsored by ConnectAndSell

**ConnectAndSell™**  
Conversations Matter



**2013**

**THE REALITY  
OF DIALING**

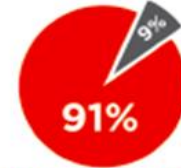
[www.connectandsell.com](http://www.connectandsell.com)



**22** DIALS to get a **SINGLE CONVERSATION**



**97** out of 100 calls  
**DO NOT REACH**  
the intended  
**CONTACT**  
on the initial connection



● Never Qualified  
● Qualified

**91%**  
of leads  
**NEVER GET QUALIFIED**  
by sales



■ Direct Dial  
■ Not Direct Dial

**79%**  
of phone numbers are  
**NOT DIRECT DIAL**



**41%**  
of all calls  
**REQUIRE 2-LAYERS**  
of navigation



**1 minute 36 seconds**  
on average to **NAVIGATE EVERY PHONE CALL** before getting the opportunity to talk with a targeted contact

# Align Your Resources Around Productivity

*SiriusPerspective:* Time is the most valuable resource a rep has to spend; it's everyone's job to ensure that time is spent maximizing output.



# Executive Summary

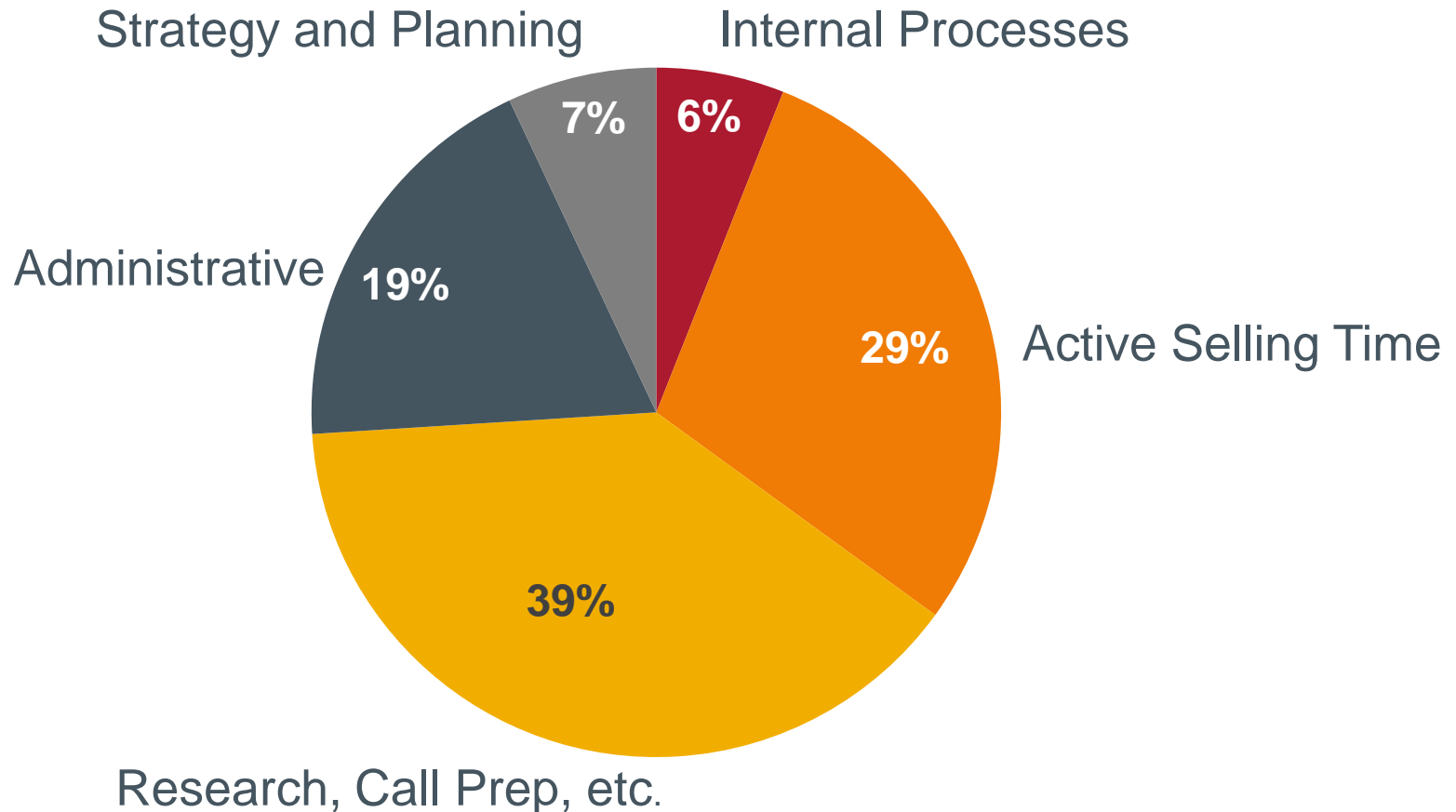
- Key issues
  - B-to-b marketing and sales organizations sometimes lose sight of the ultimate objective of improving rep productivity
  - Traditional time-and-motion studies don't tell a complete story
  - Organizations often fail to measure rep productivity beyond revenue, which is a lagging indicator
- What you will walk away with
  - The SiriusDecisions Relative Productivity Framework, a new way to measure and assess the productivity of your reps
  - An approach to target pockets of inefficiency to improve rep yield
  - An understanding of how to impact productivity through improved effectiveness

# Relative Productivity Framework

Taking time-and-motion studies to the next level

# Traditional Time-and-Motion Studies Are Not Enough

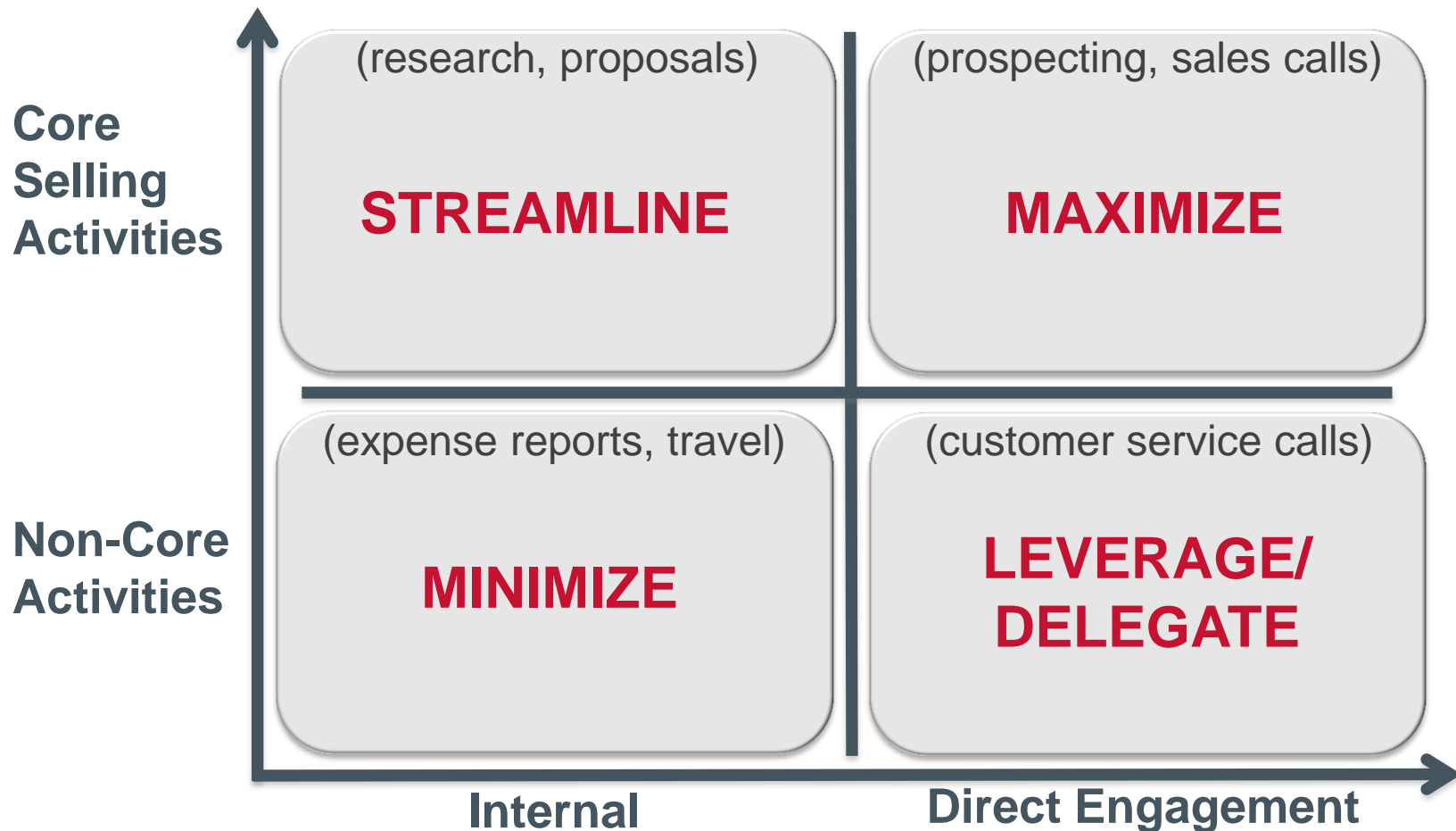
*SiriusPerspective:* Place time-and-motion identified activities into the appropriate quadrant within the Sales Activity Framework.





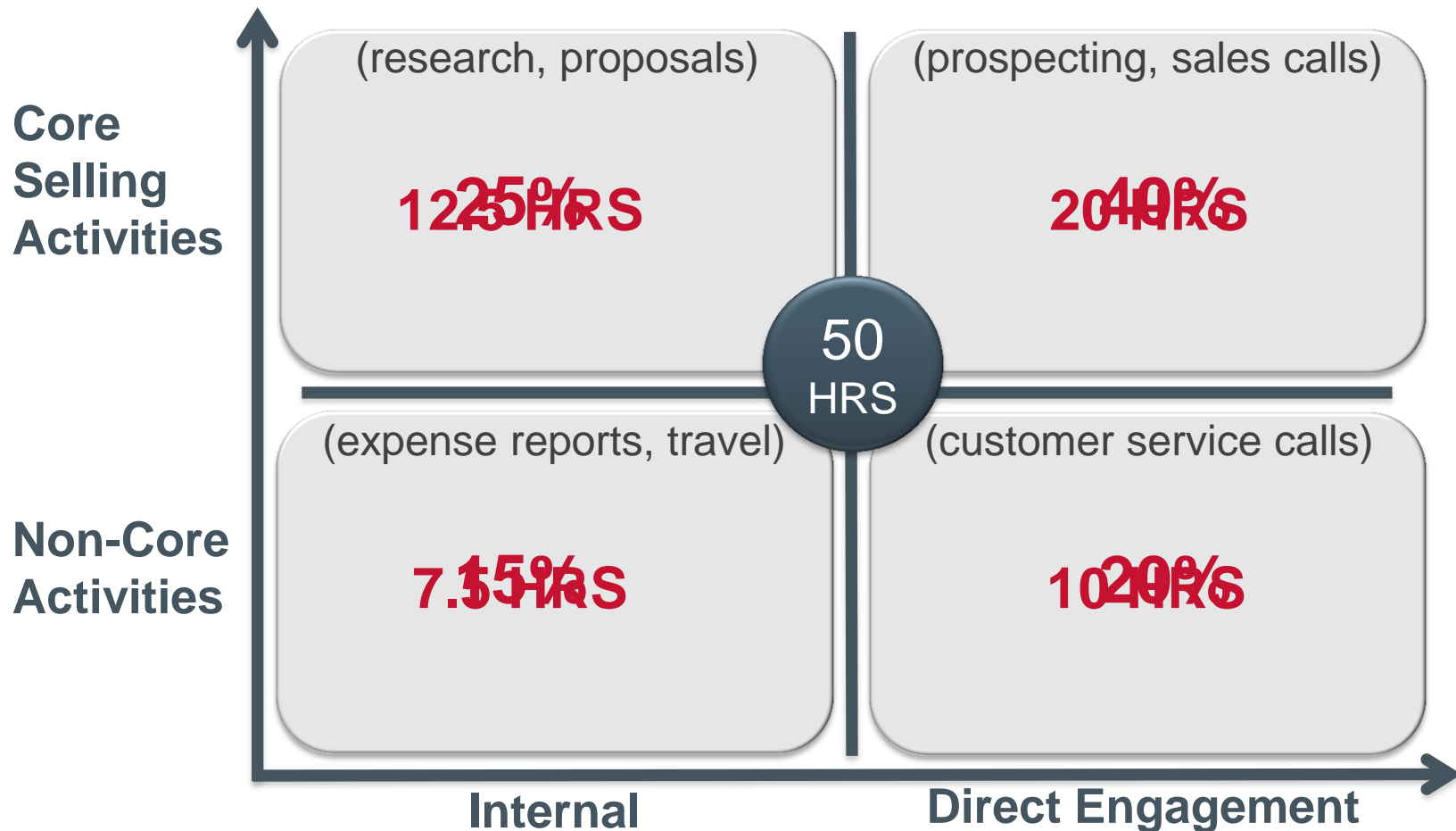
# Mapping Sales Productivity

*SiriusPerspective:* Categorizing how reps spend their time shines a light on inefficiency and lost productivity.



# Applying Time-and-Motion

*SiriusPerspective:* Use the Sales Activity Framework to determine the true productivity of reps relative to the ideal.





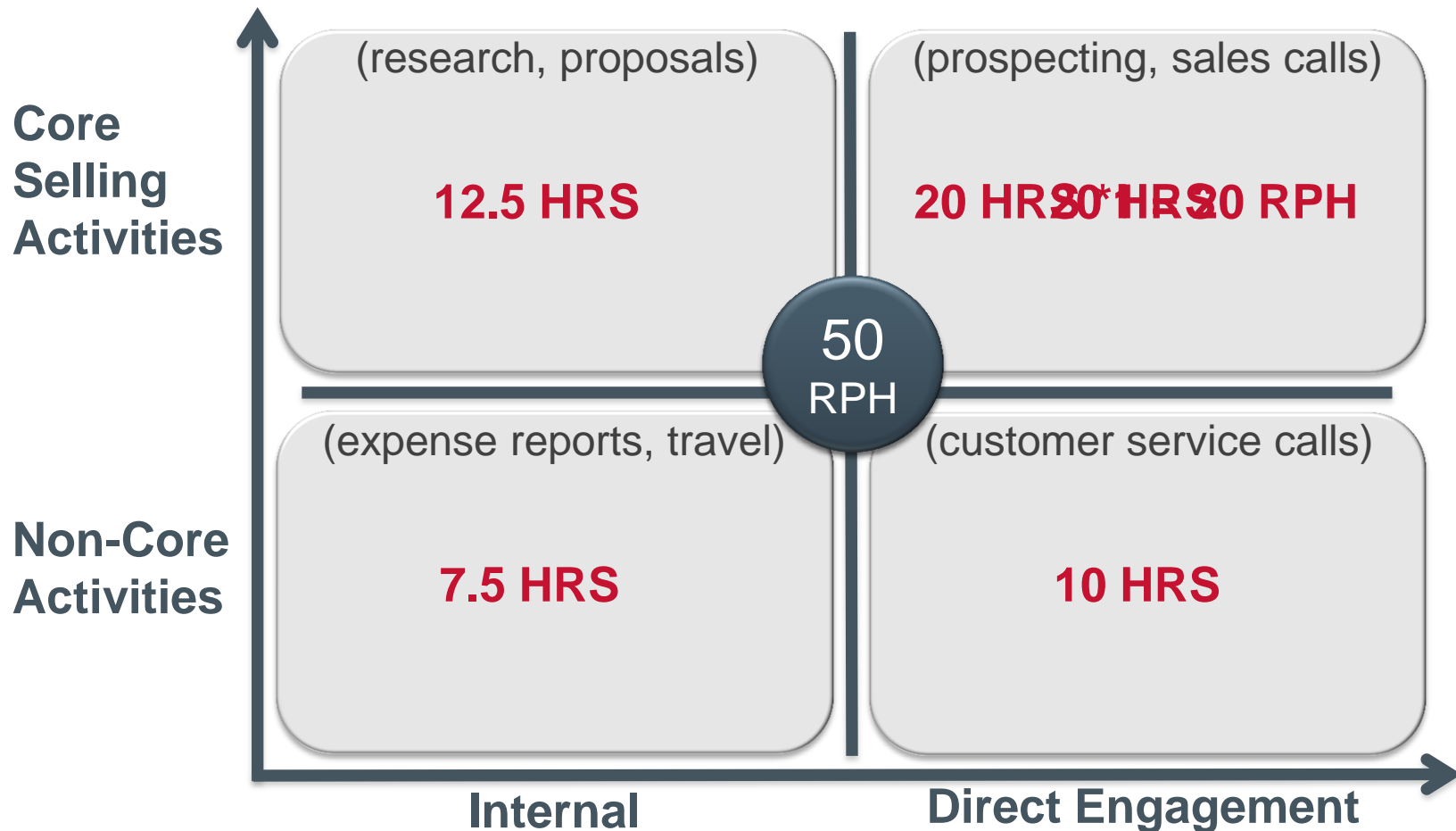
*Where sales and marketing meet*

# Calculating Relative Productivity

How to determine the true productivity of reps

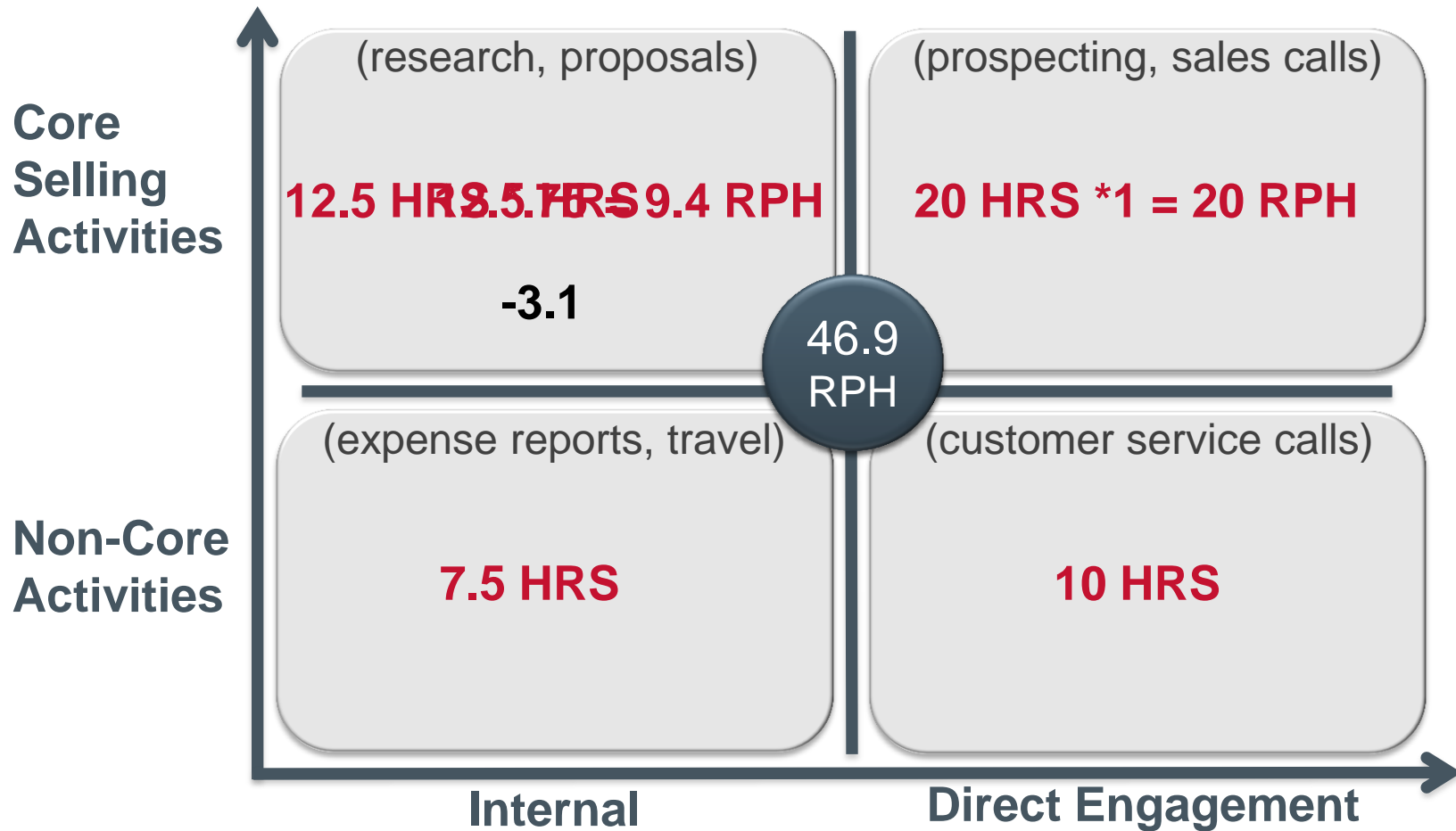
# Calculating Relative Productivity

*SiriusPerspective:* Use a sliding scale to calculate relative productive hours (RPH) by quadrant, using the upper right as the base.



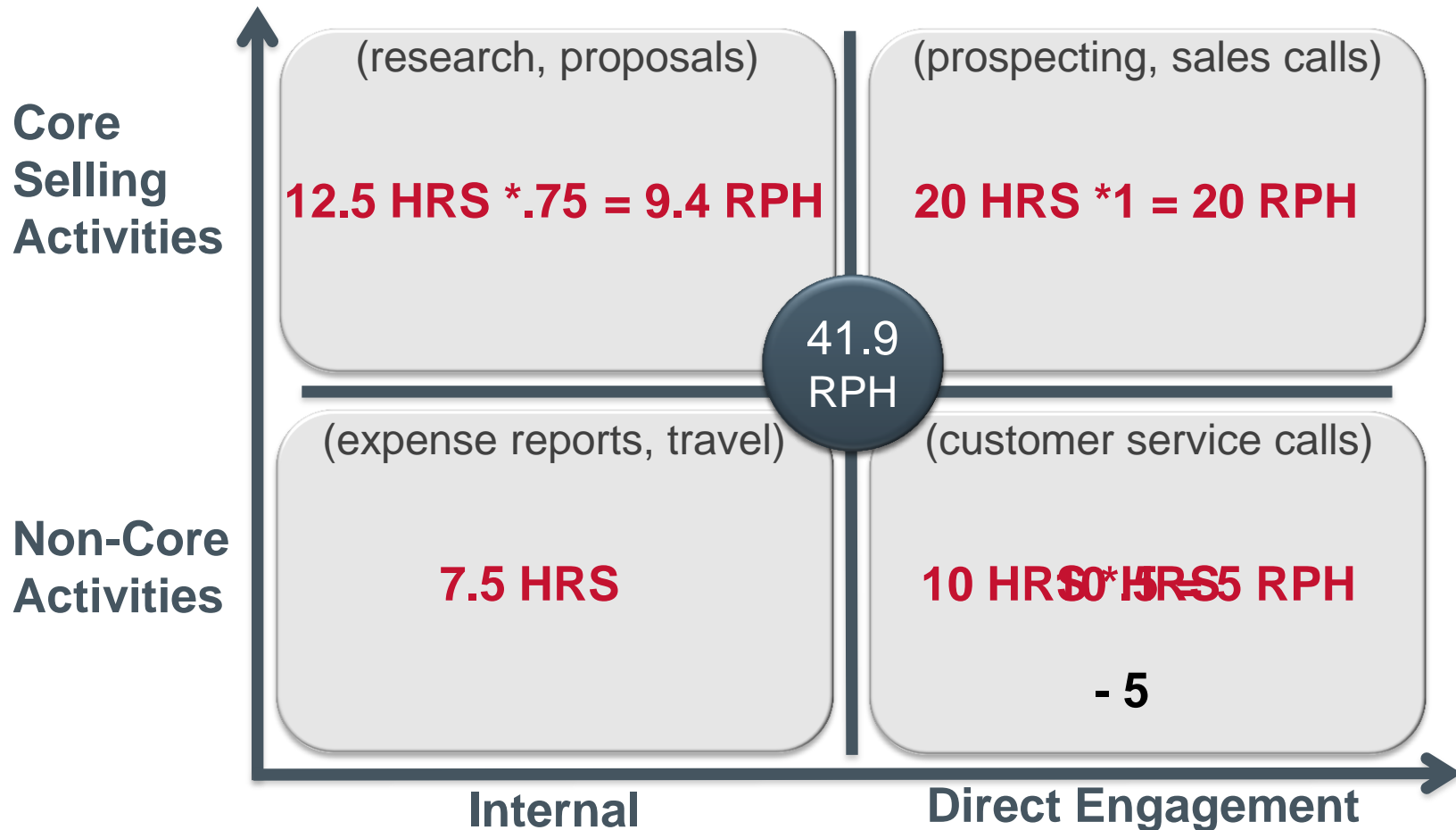
# Calculating Relative Productivity

*SiriusPerspective:* Use a sliding scale to calculate relative productive hours (RPH) by quadrant, using the upper right as the base.



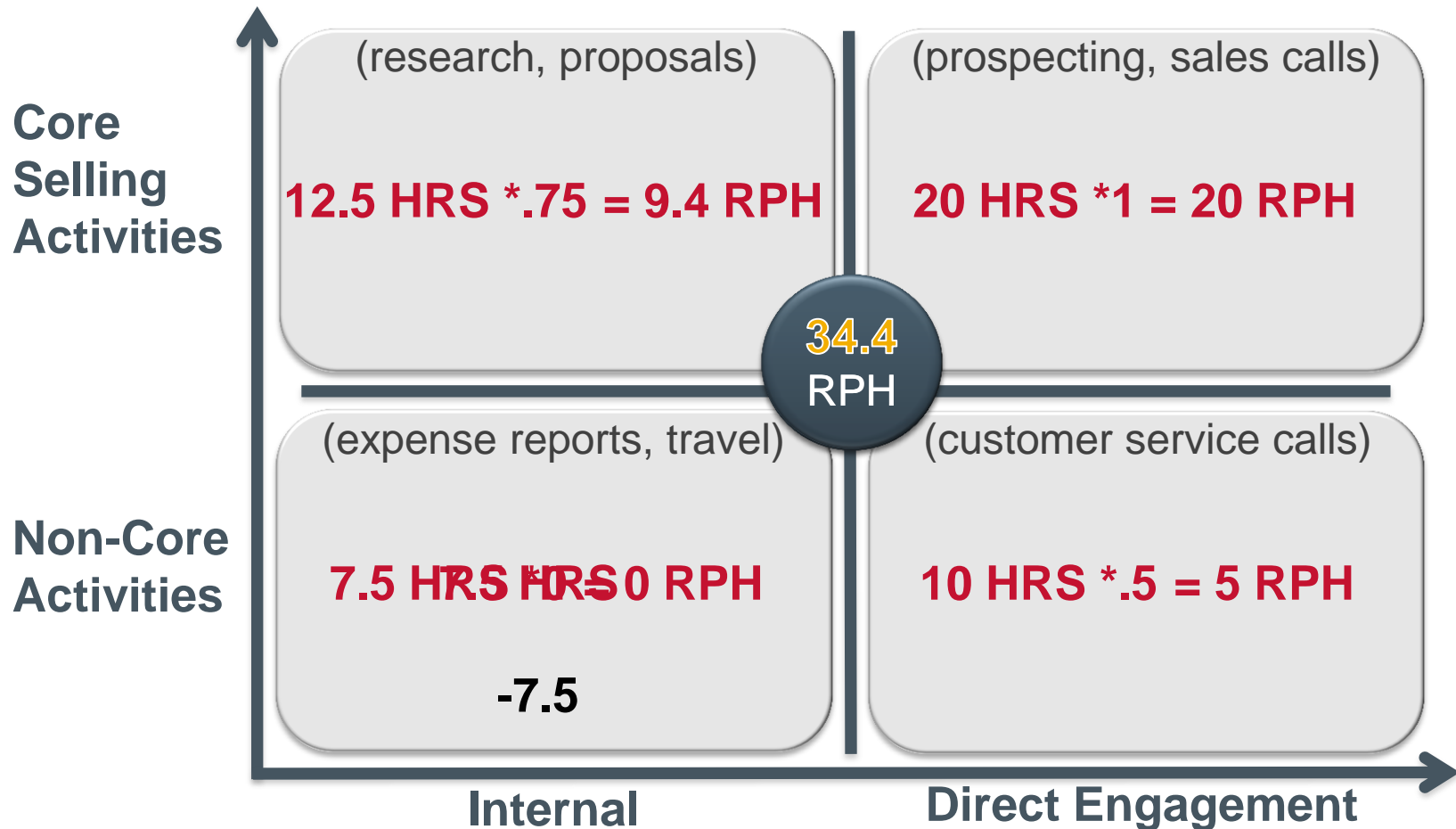
# Calculating Relative Productivity

*SiriusPerspective:* Use a sliding scale to calculate relative productive hours (RPH) by quadrant, using the upper right as the base.



# Calculating Relative Productivity

*SiriusPerspective:* Use a sliding scale to calculate relative productive hours (RPH) by quadrant, using the upper right as the base.



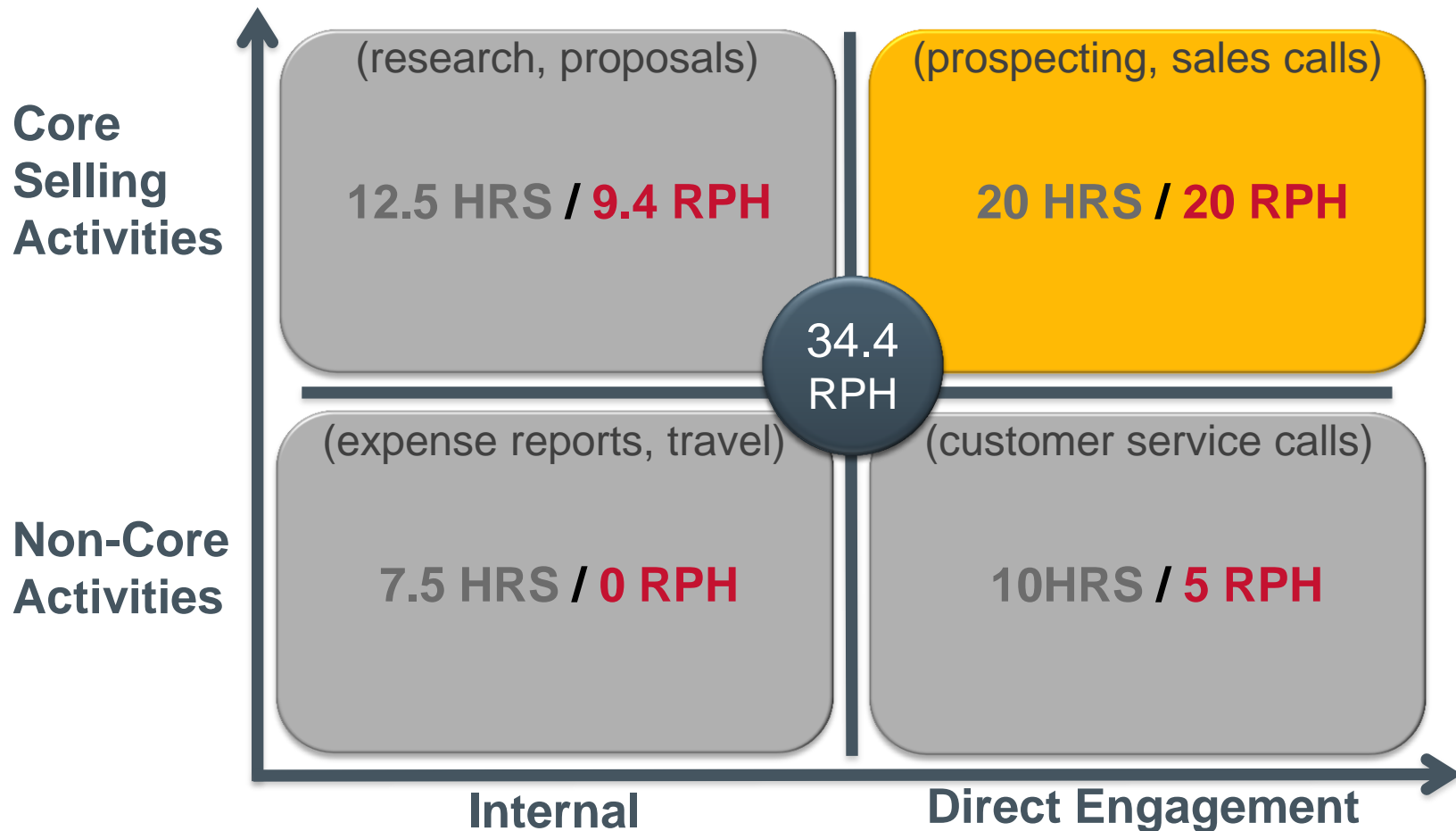
# Measuring Productivity Yield

A deeper dive into improving productivity in the upper right quadrant.



# Improving Yield in the Upper Right Quadrant

*SiriusPerspective:* More than the other quadrants, the upper right is impacted by both efficiency and effectiveness.



# Isolate Activities Against the Sales Funnel

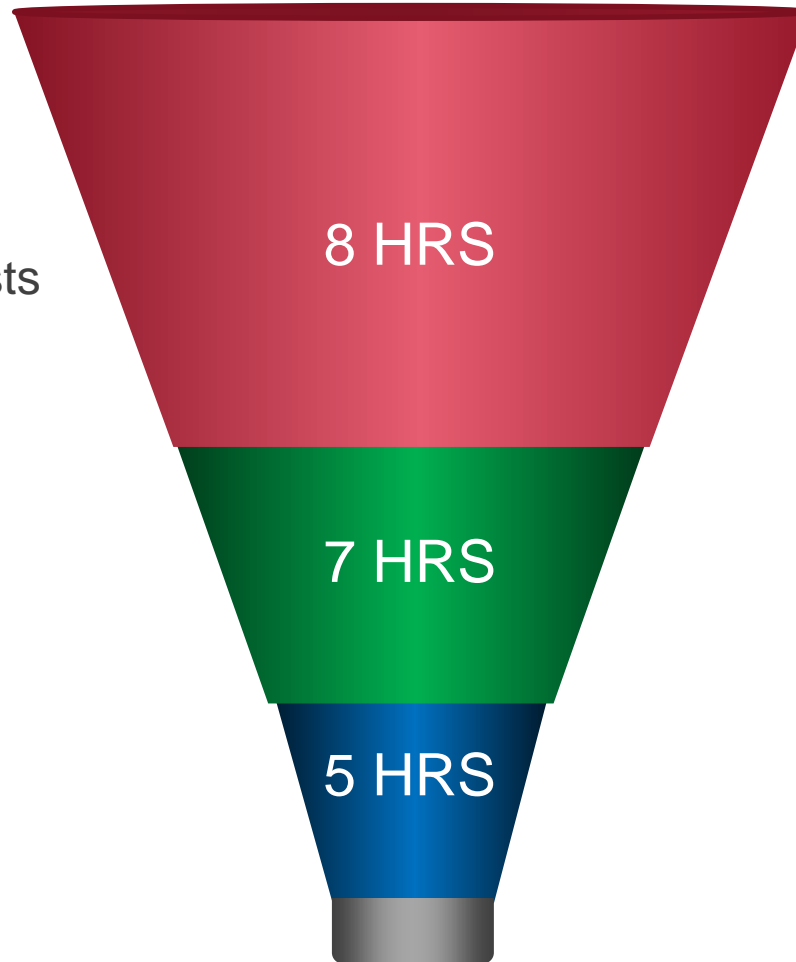
*SiriusPerspective:* An activity conducted at the top of the funnel is less likely to yield revenue vs. later-stage activities.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.3	2.4

# Isolate Activities Against the Sales Funnel

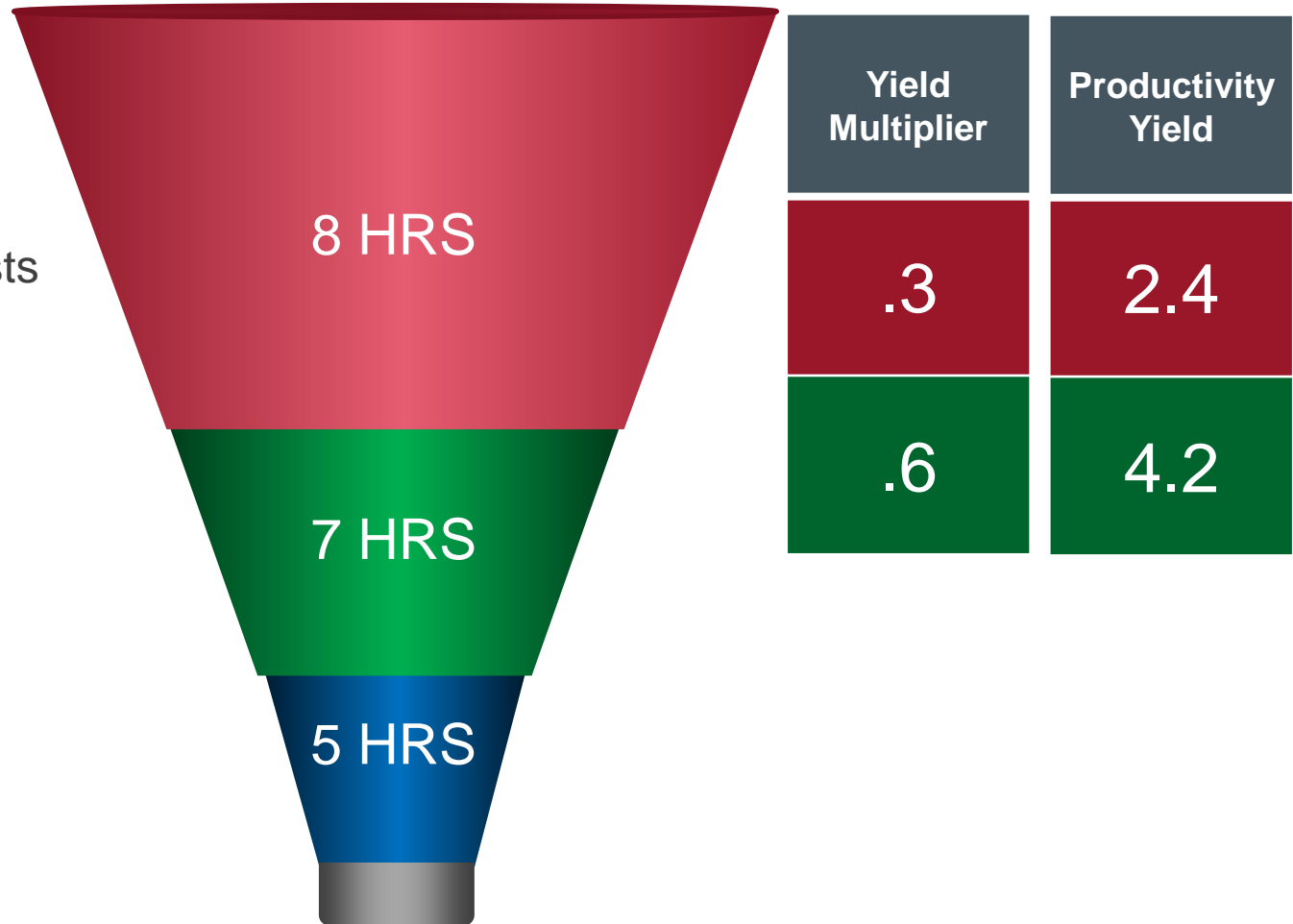
*SiriusPerspective:* An activity conducted at the top of the funnel is less likely to yield revenue attached to it than later-stage activities.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Isolate Activities Against the Sales Funnel

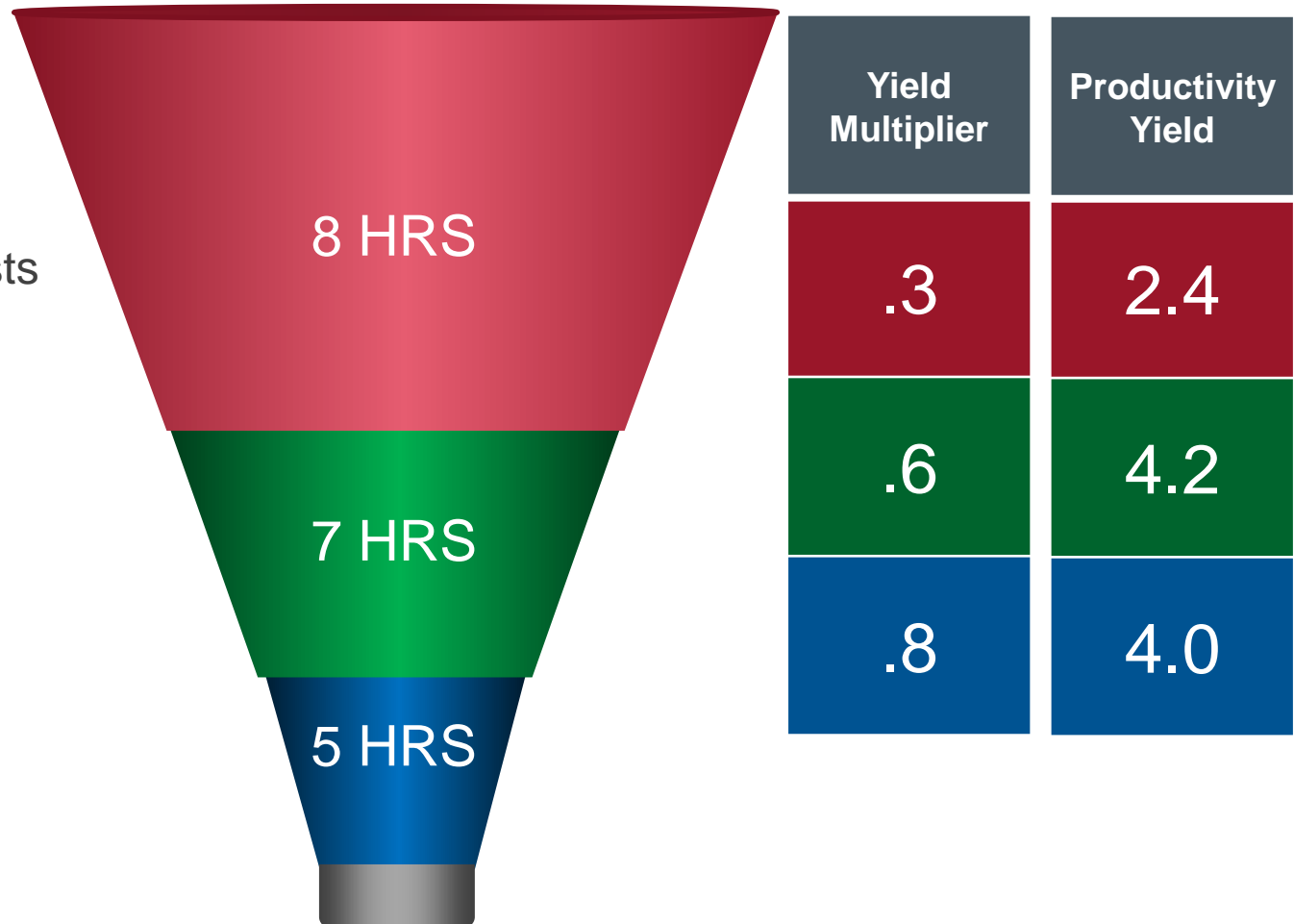
*SiriusPerspective:* An activity conducted at the top of the funnel is less likely to yield revenue attached to it than later-stage activities.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Isolate Activities Against the Sales Funnel

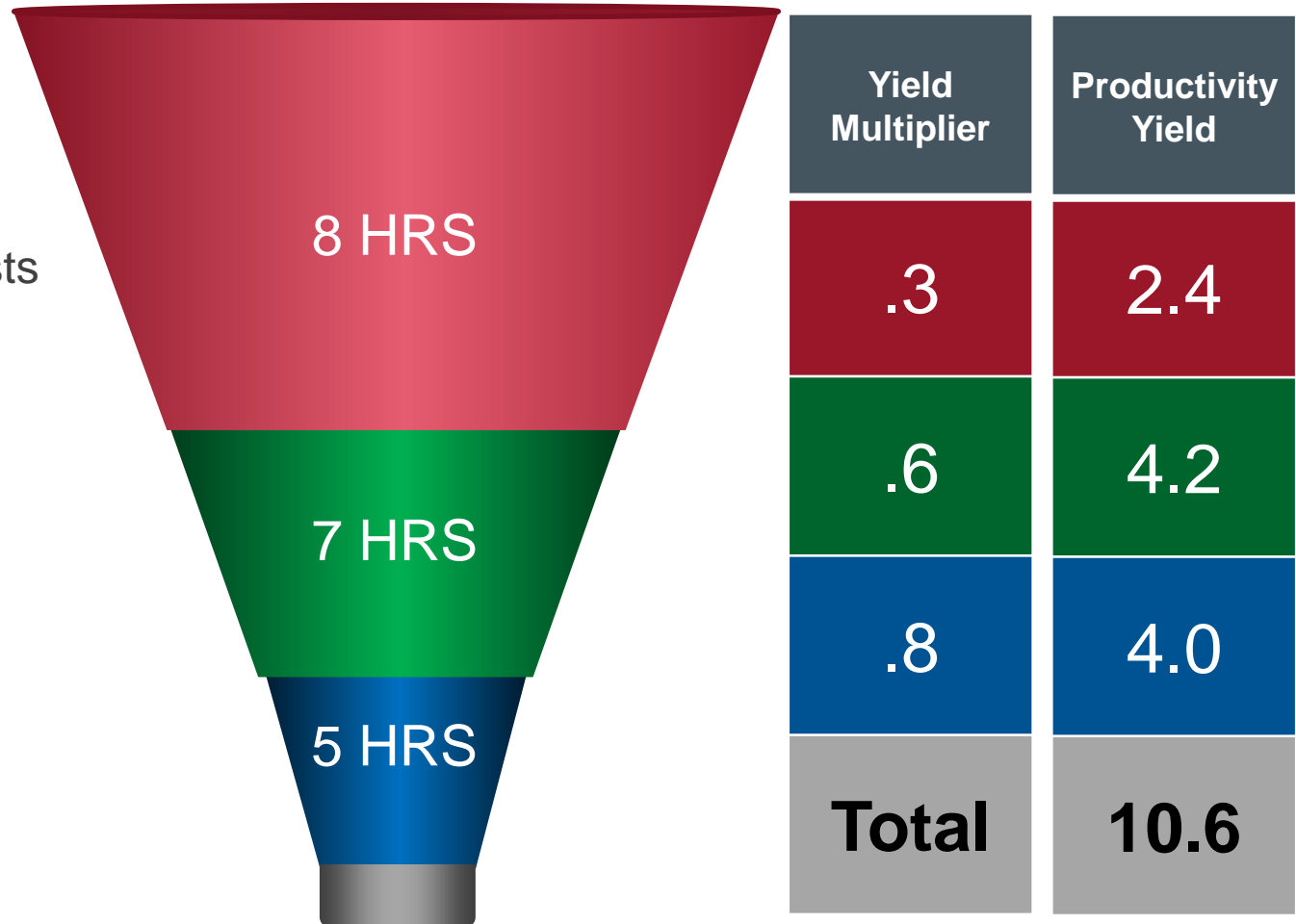
*SiriusPerspective:* An activity conducted at the top of the funnel is less likely to yield revenue attached to it than later-stage activities.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

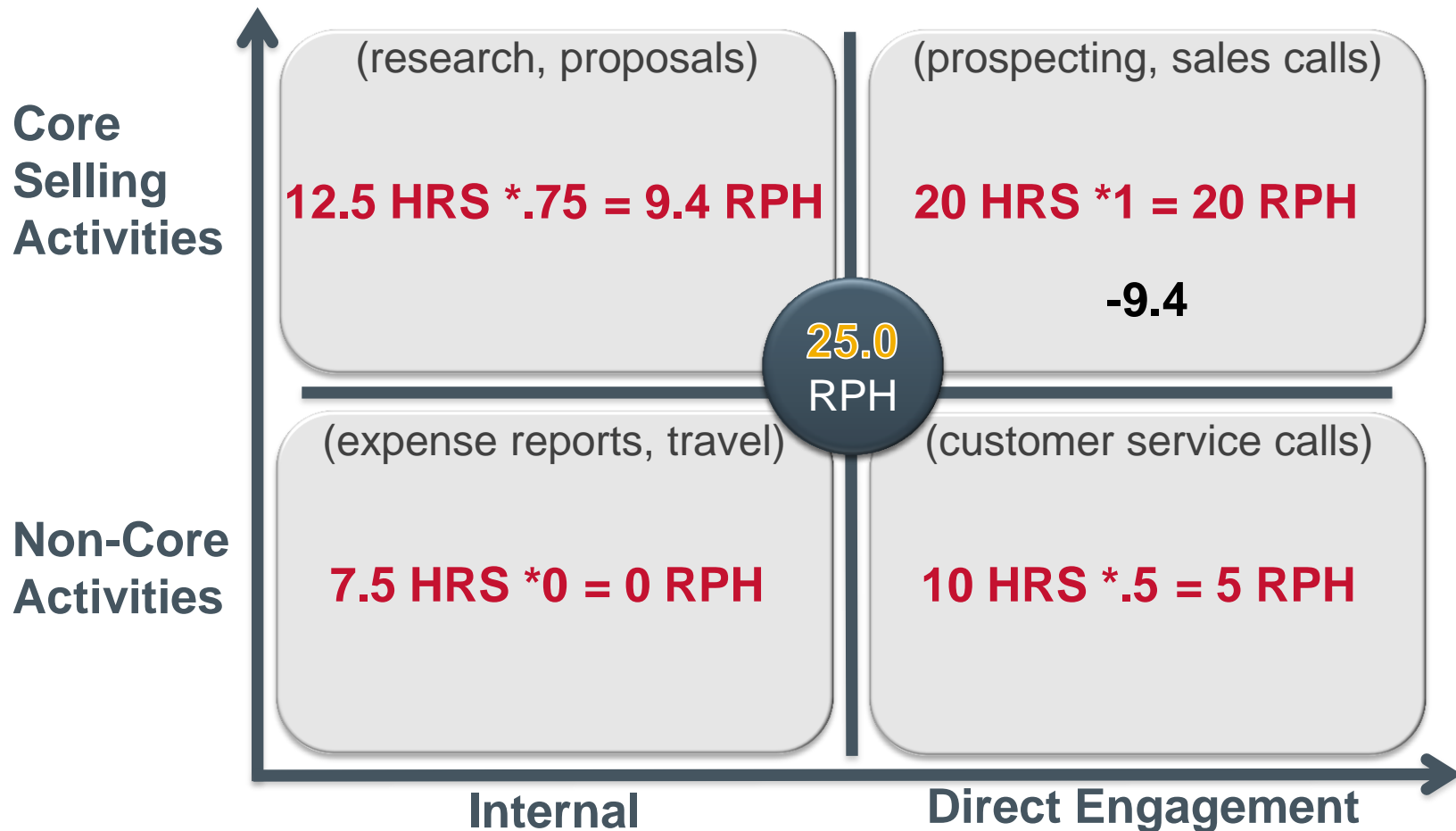
Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Calculating Relative Productivity

*SiriusPerspective:* Use a sliding scale to calculate relative productive hours (RPH) by quadrant, using the upper right as the base.

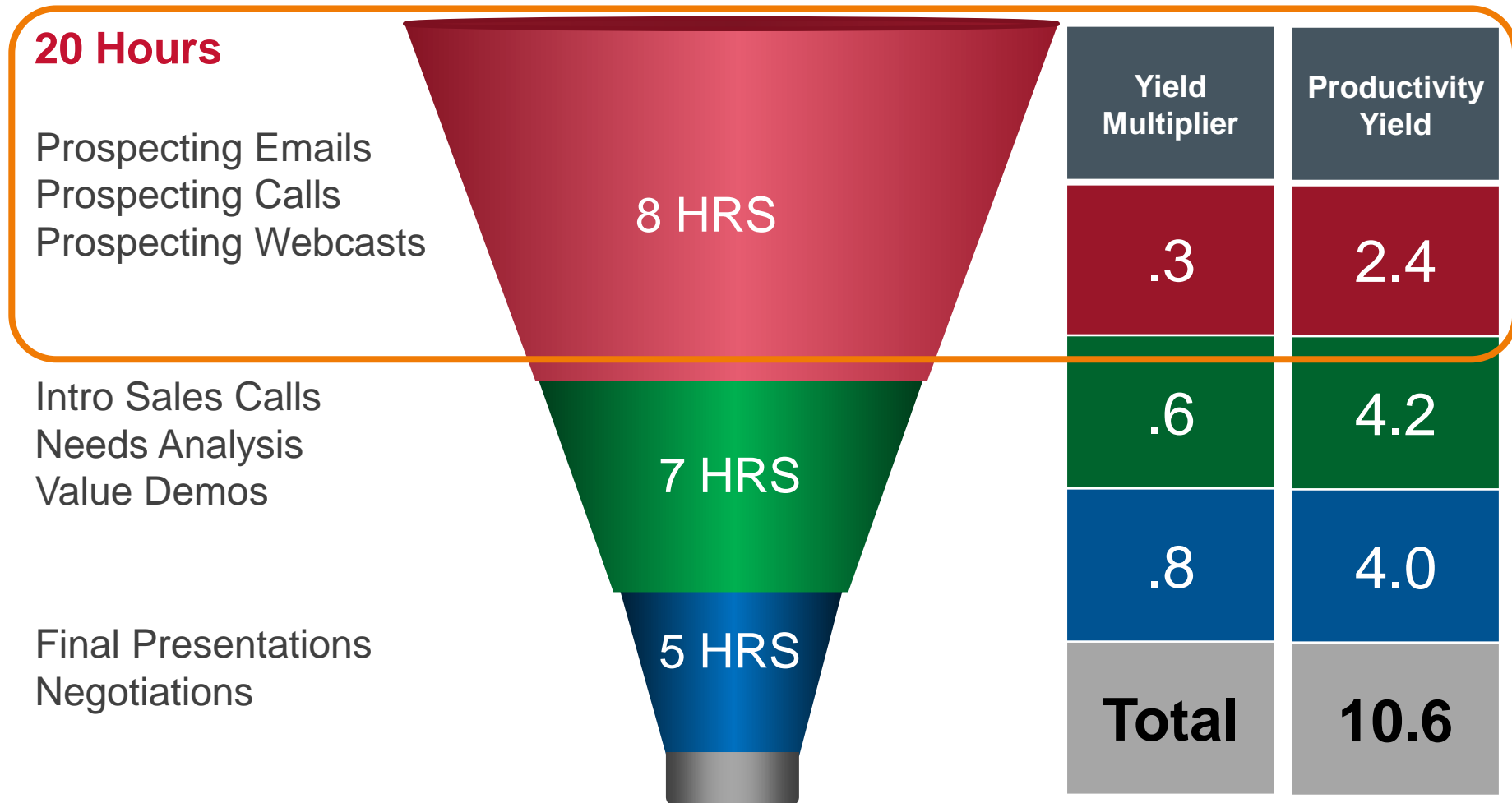


# Use Case: Efficiency and Effectiveness

Aligning to improve overall productivity

# Use Case: Improving Both Efficiency and Effectiveness

*SiriusPerspective:* Align marketing and sales resources to positively impact the hours reps spend yielding revenue.





# Use Case: Prospecting

*SiriusPerspective:* Focus efforts on moving more time to higher yield activities.



- Small-net fishing programs
- Conversation enablement tools
- Lead nurture programs
- Prospecting training for reps
- Leveraging social tools

# Use Case: Measuring the Impact

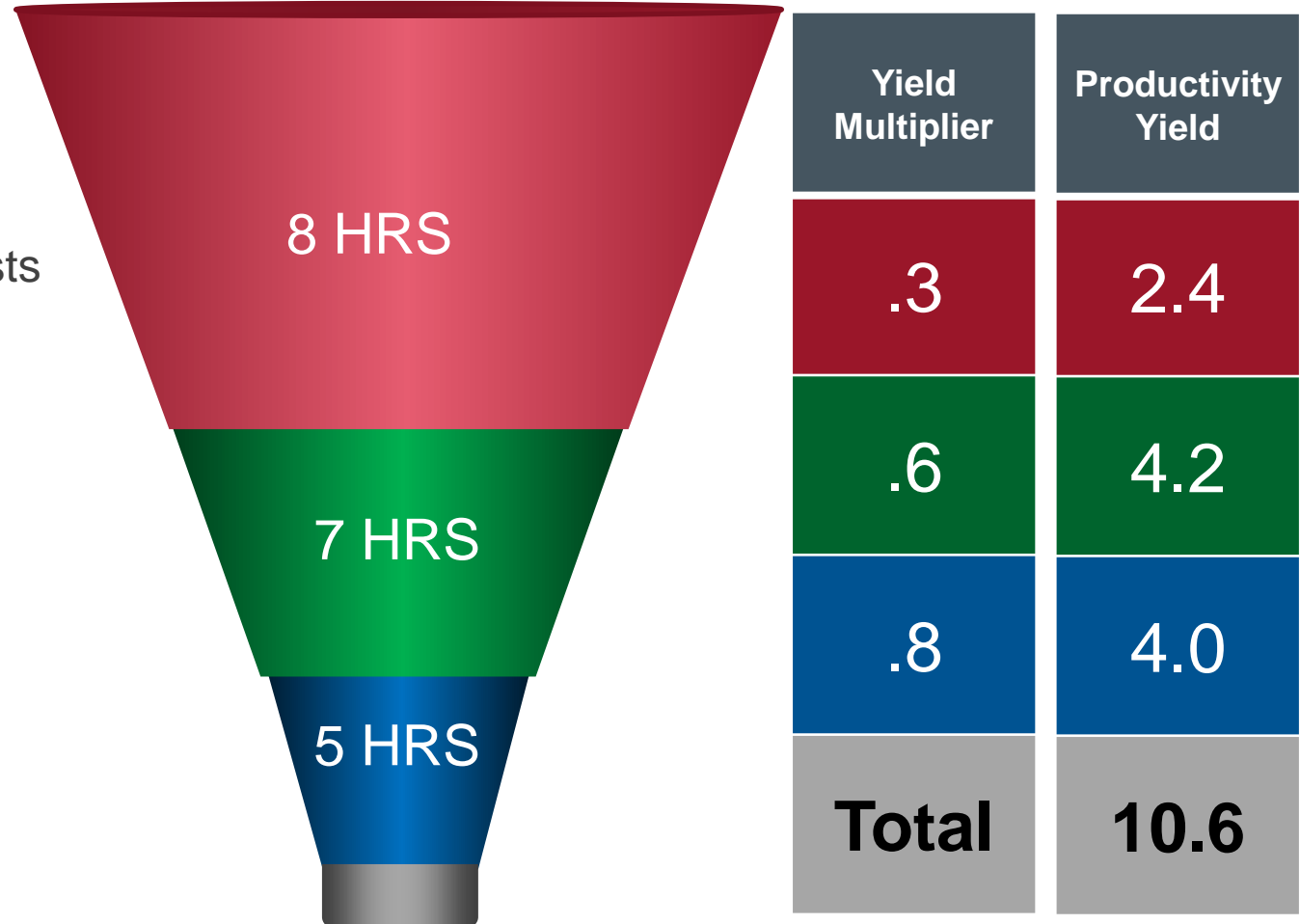
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Use Case: Measuring the Impact

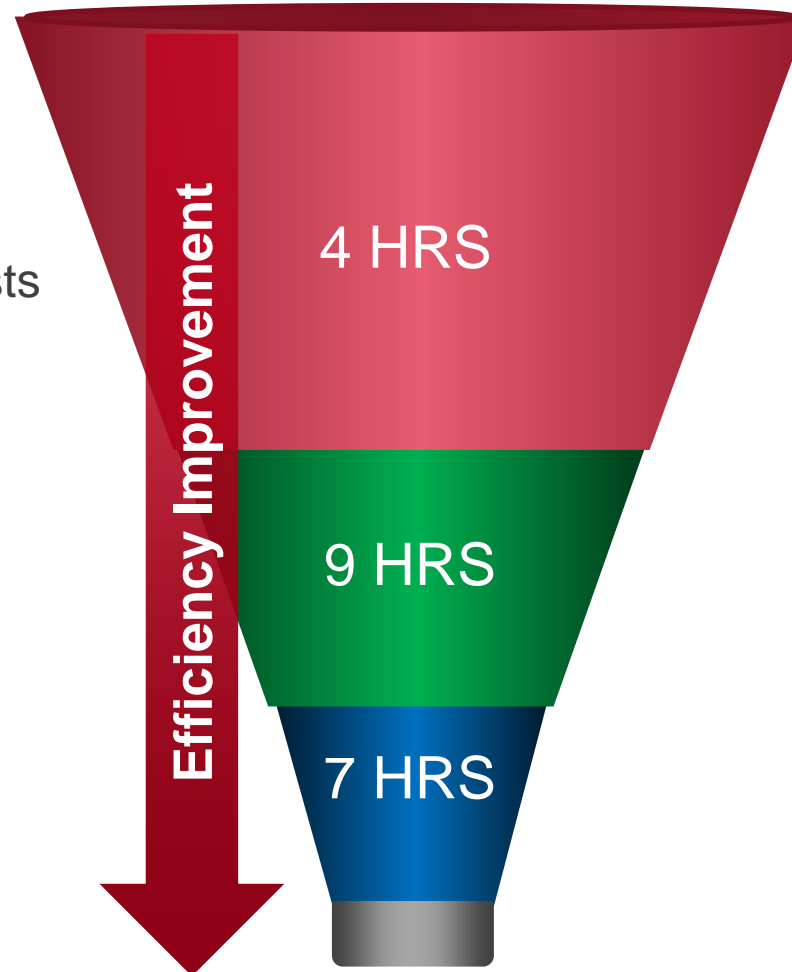
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.3	1.2

# Use Case: Measuring the Impact

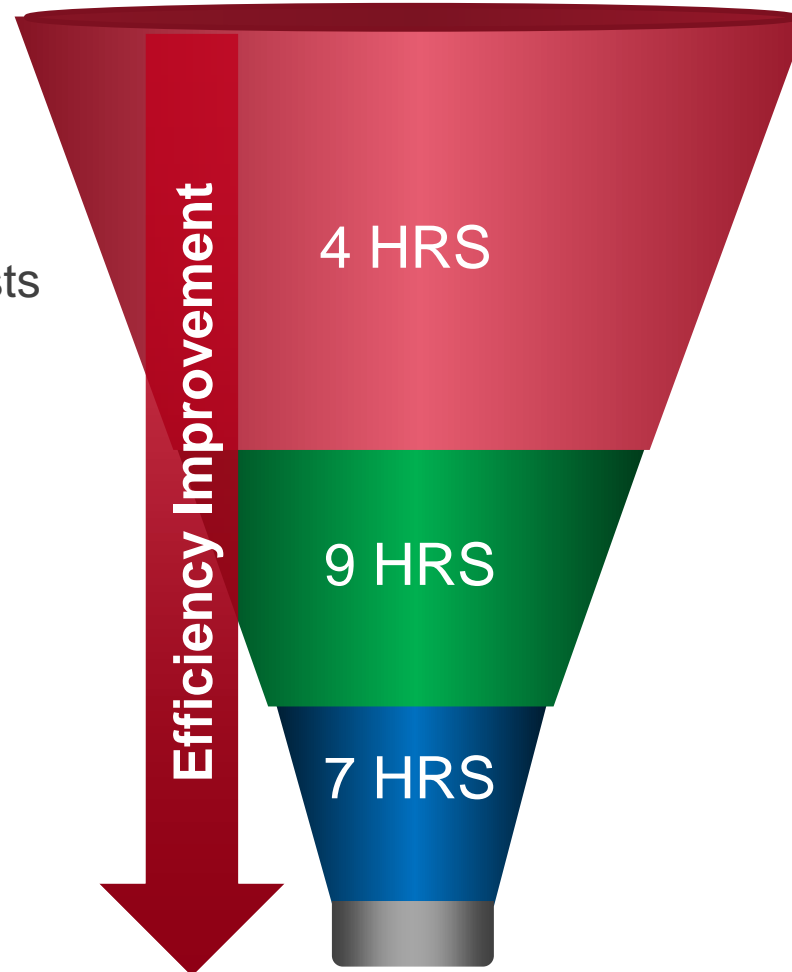
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.3	1.2
.6	5.4

# Use Case: Measuring the Impact

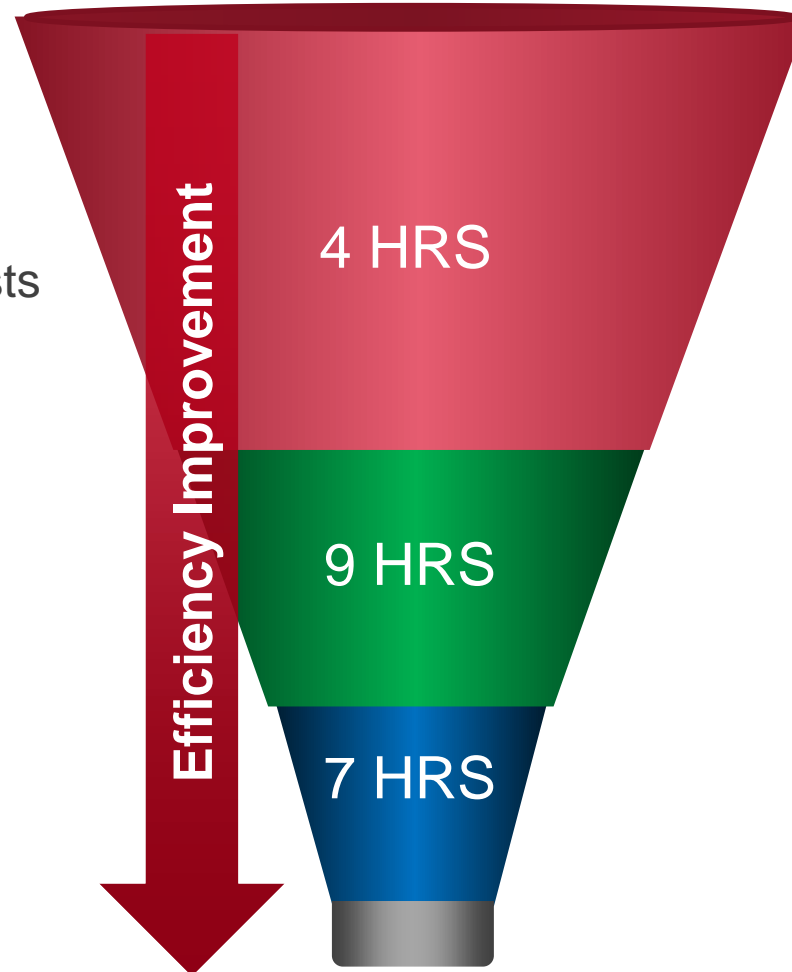
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.3	1.2
.6	5.4
.8	5.6

# Use Case: Measuring the Impact

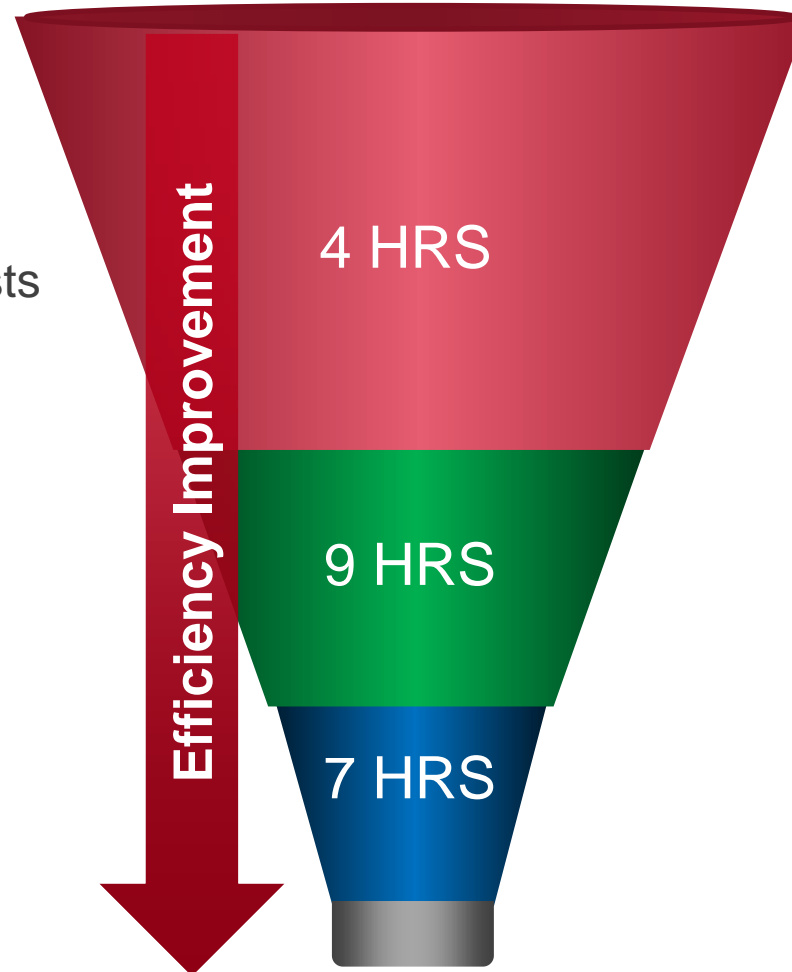
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.3	1.2
.6	5.4
.8	5.6
<b>Total</b>	<b>12.2</b>

# Use Case: Measuring the Impact

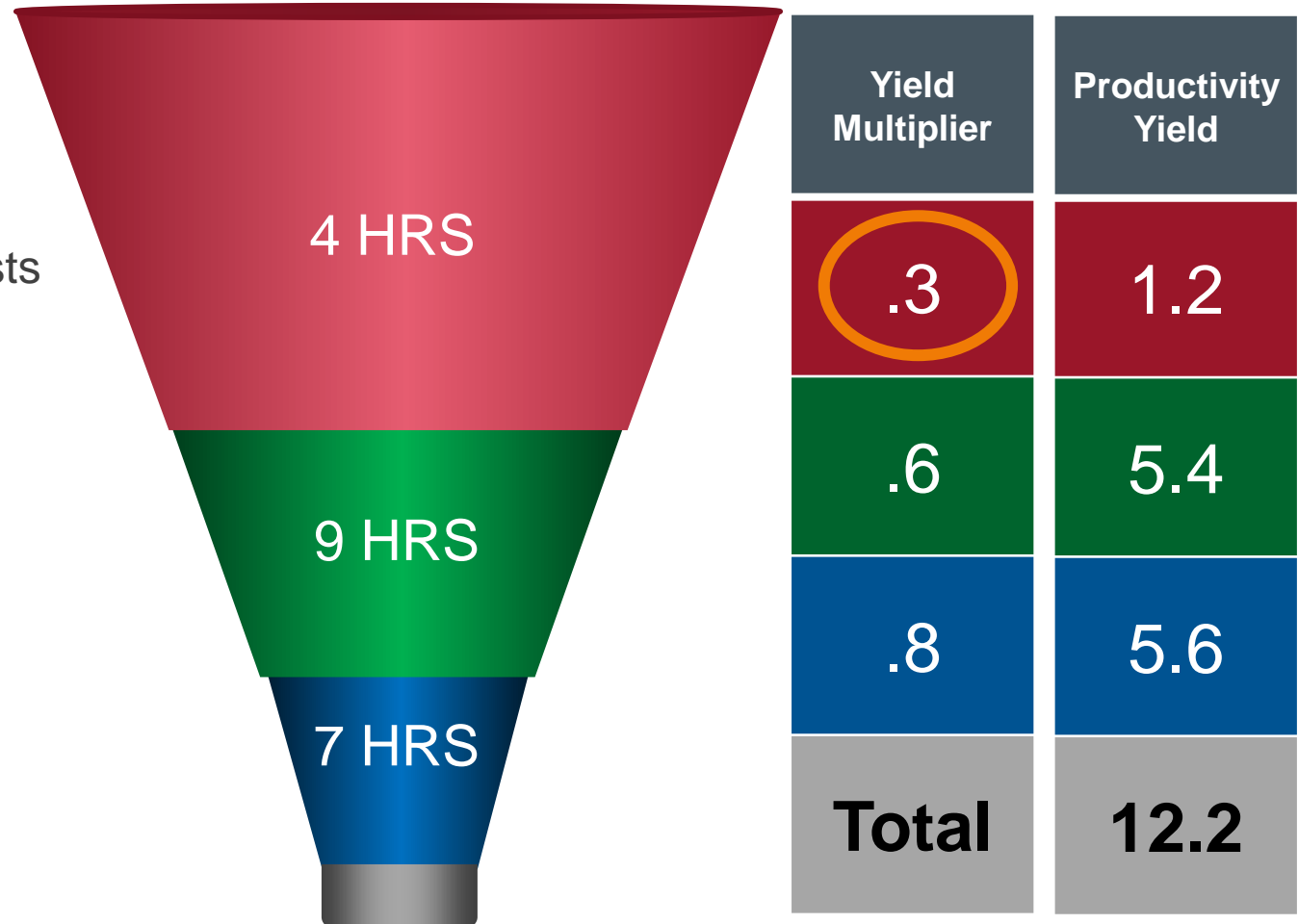
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Use Case: Measuring the Impact

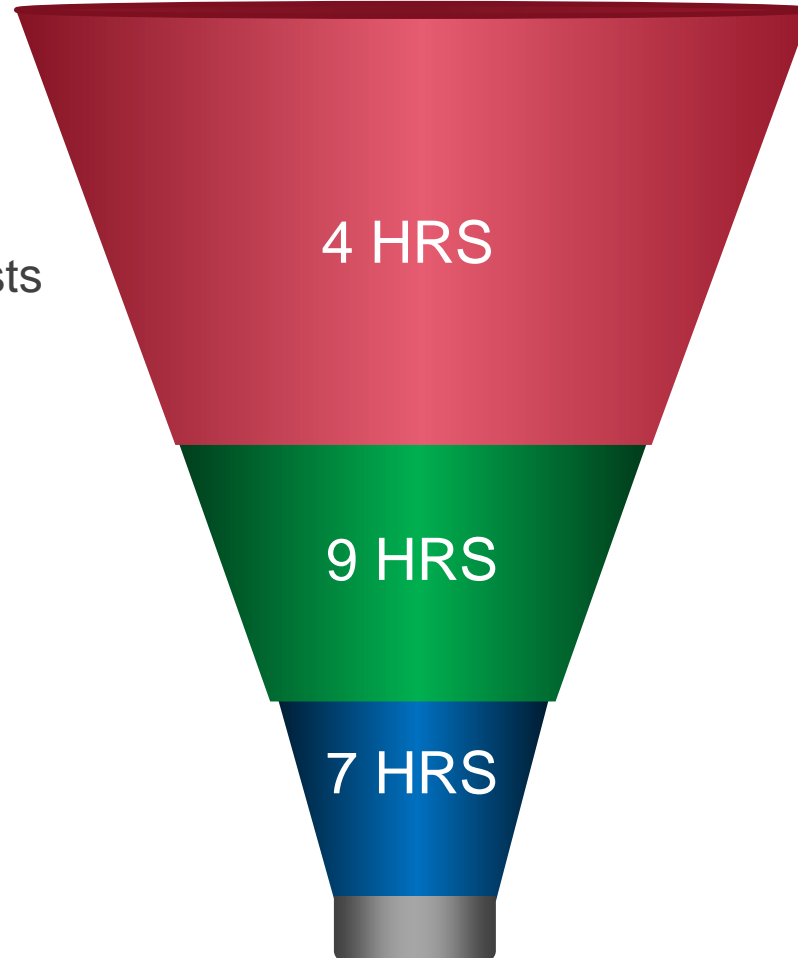
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



Yield Multiplier	Productivity Yield
.4	1.6



# Use Case: Measuring the Impact

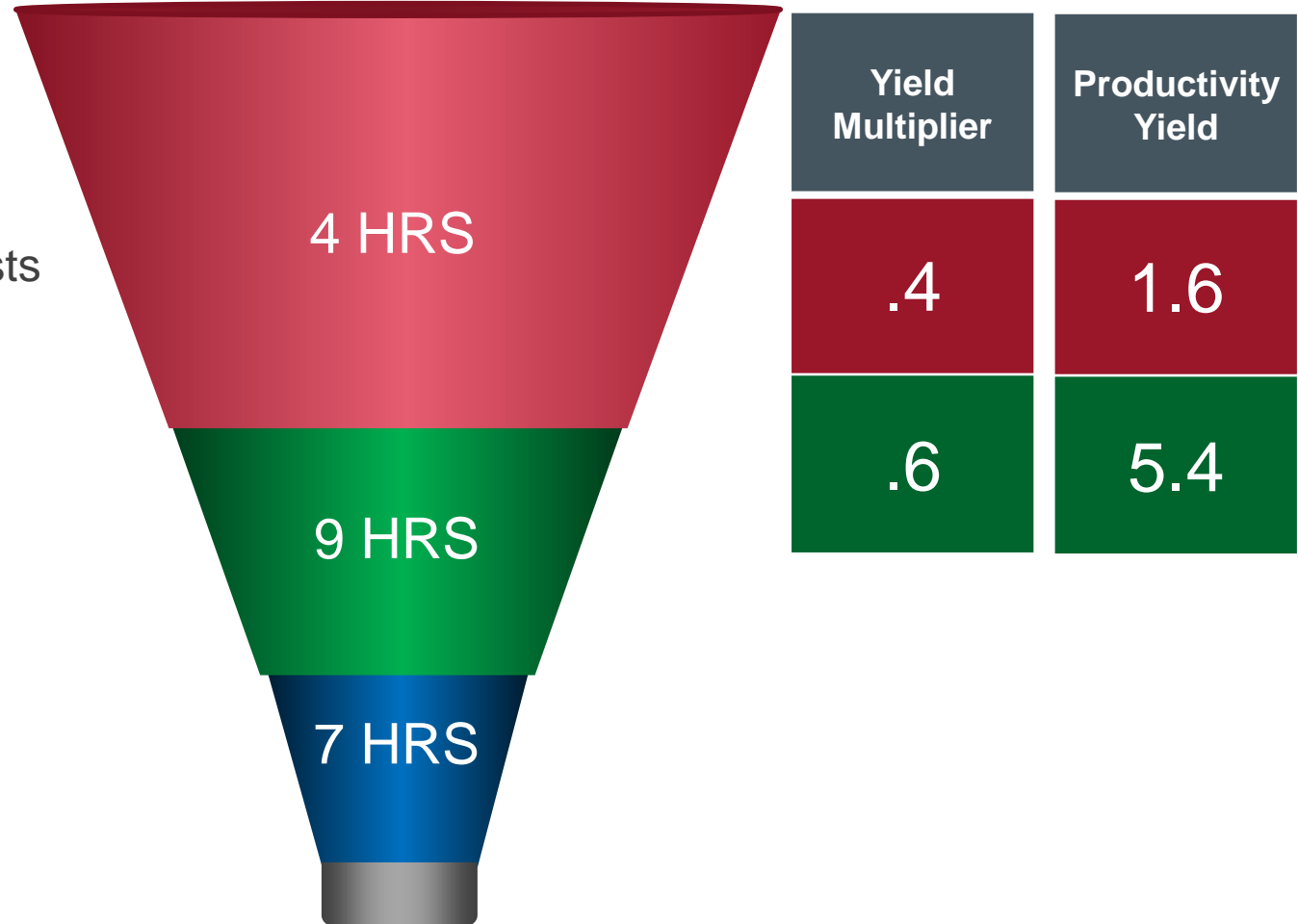
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Use Case: Measuring the Impact

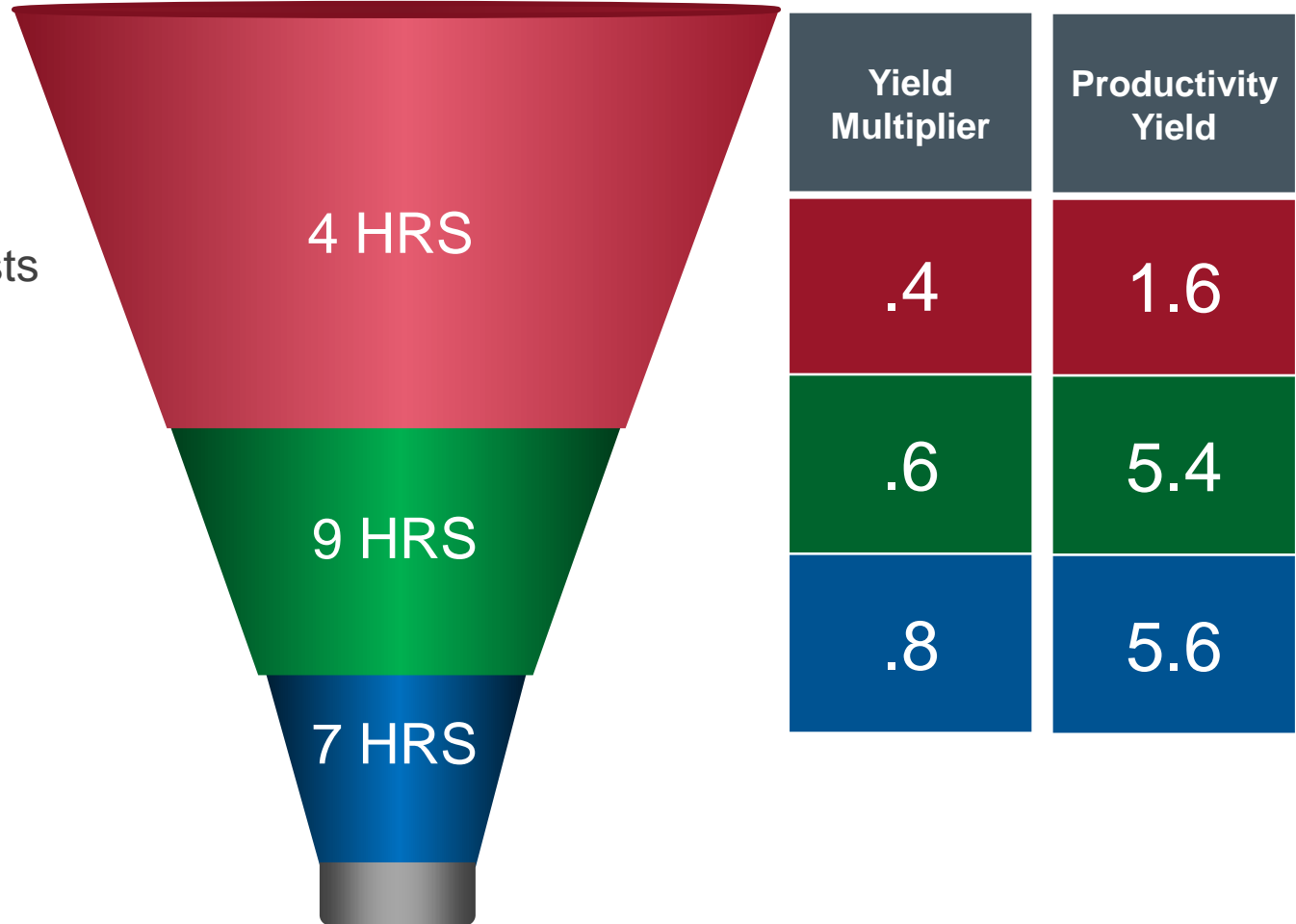
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



# Use Case: Measuring the Impact

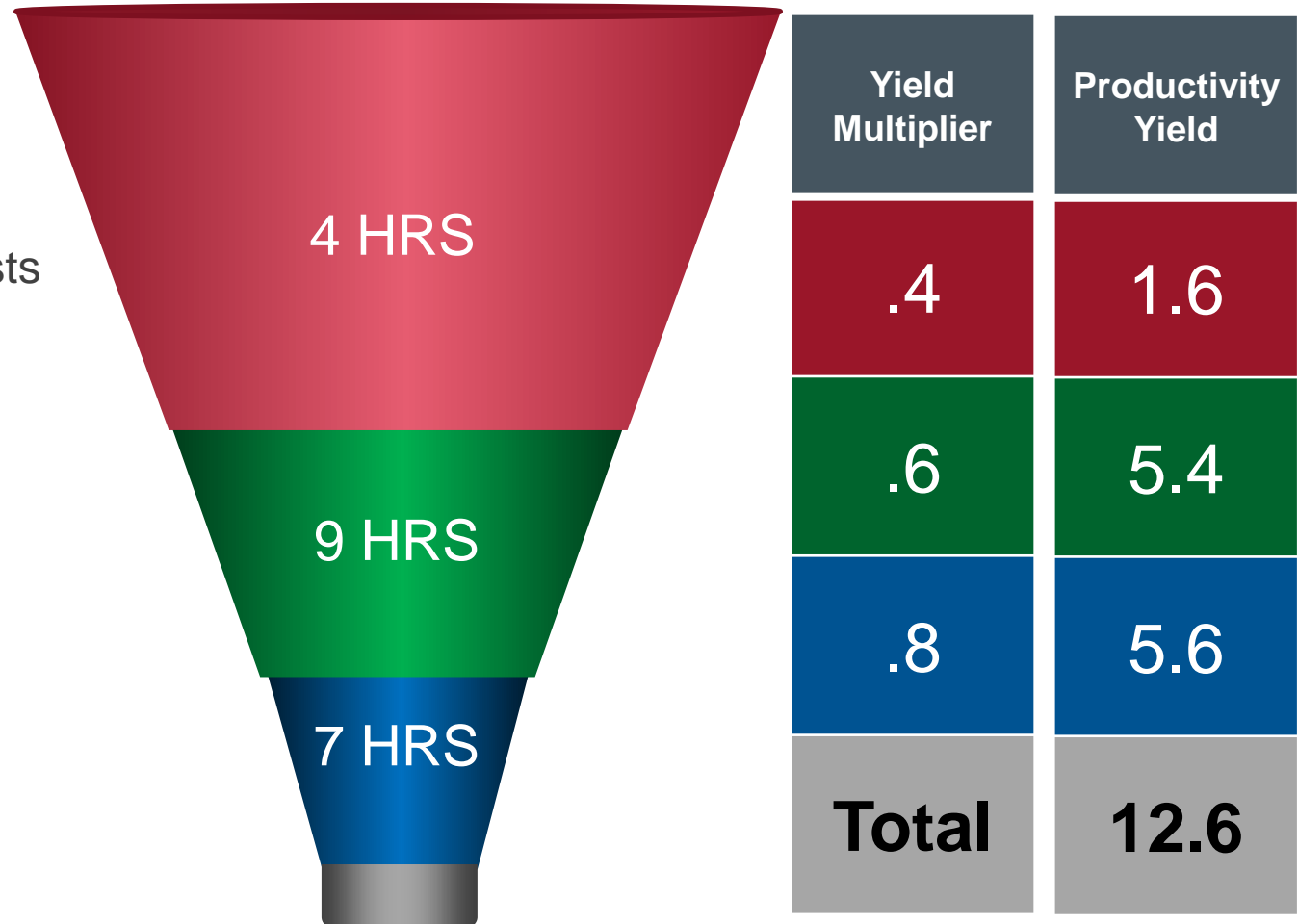
*SiriusPerspective:* Use time-and-motion data and pipeline analytics to measure the impact on productivity.

## 20 Hours

Prospecting Emails  
Prospecting Calls  
Prospecting Webcasts

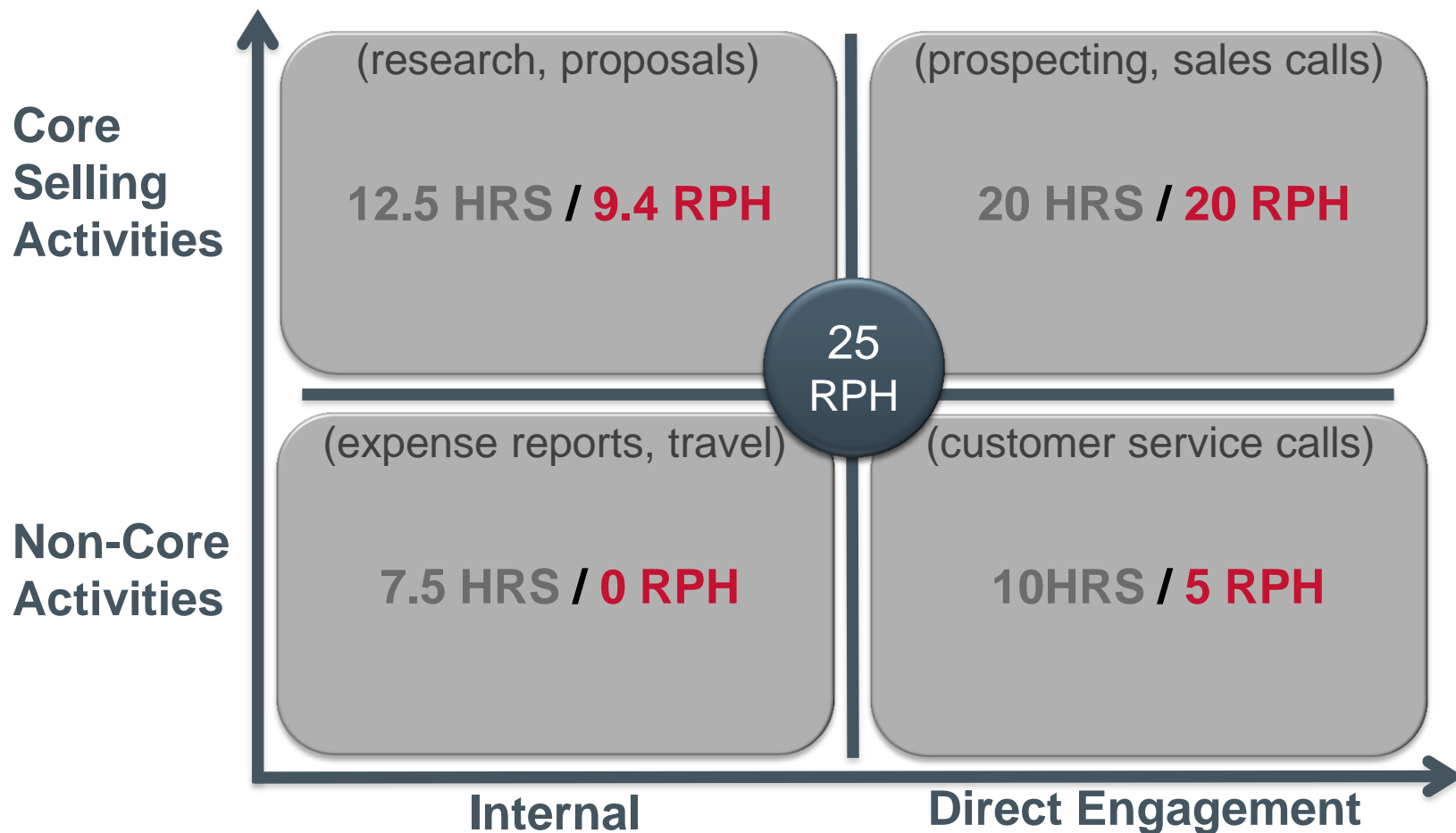
Intro Sales Calls  
Needs Analysis  
Value Demos

Final Presentations  
Negotiations



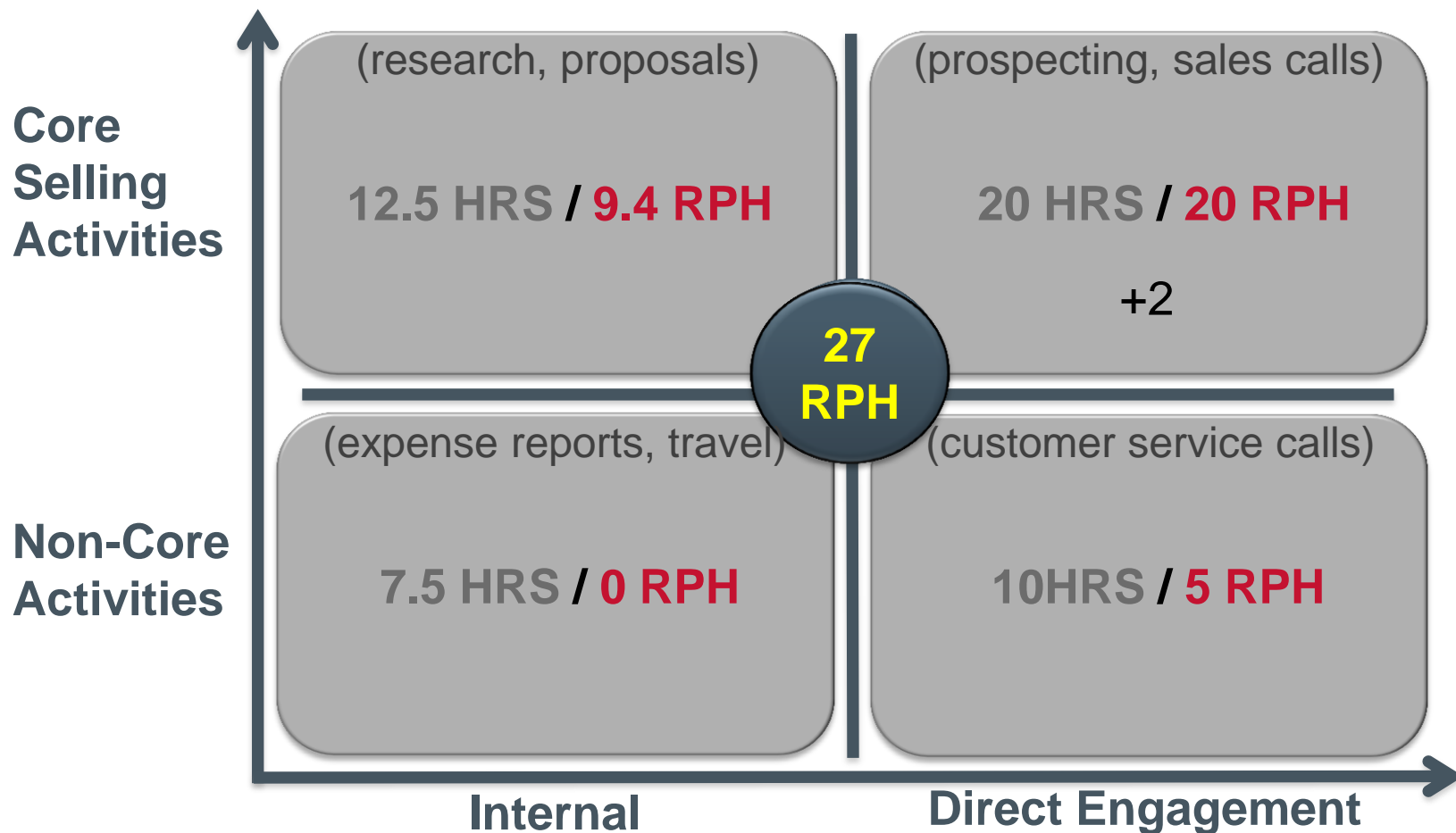
# Calculate the Net Effect on Relative Productivity

*SiriusPerspective:* Use a targeted time and motion study to understand the impact to RPH.



# Calculate the Net Effect on Relative Productivity

*SiriusPerspective:* Use a targeted time and motion study to understand the impact to RPH.



# Action Items

- Marketing
  - Understand how marketing activities can positively impact rep productivity
  - Leverage yield data to focus the deployment of assets
- Sales
  - Keep an indefatigable focus on constantly improving productivity
  - Make resource decisions based on the positive impact to productivity

# Questions?

For more info on today's subject matter, please connect with Stu & James.

James Ninivaggi: [jim.ninivaggi@siriusdecisions.com](mailto:jim.ninivaggi@siriusdecisions.com)

 [@Jninivaggi](https://twitter.com/Jninivaggi)

Stu Schmidt: [stu.schmidt@connectandsell.com](mailto:stu.schmidt@connectandsell.com)

 [@ConnectedSeller](https://twitter.com/ConnectedSeller)