

Sales Productivity Diagnostic Benchmark

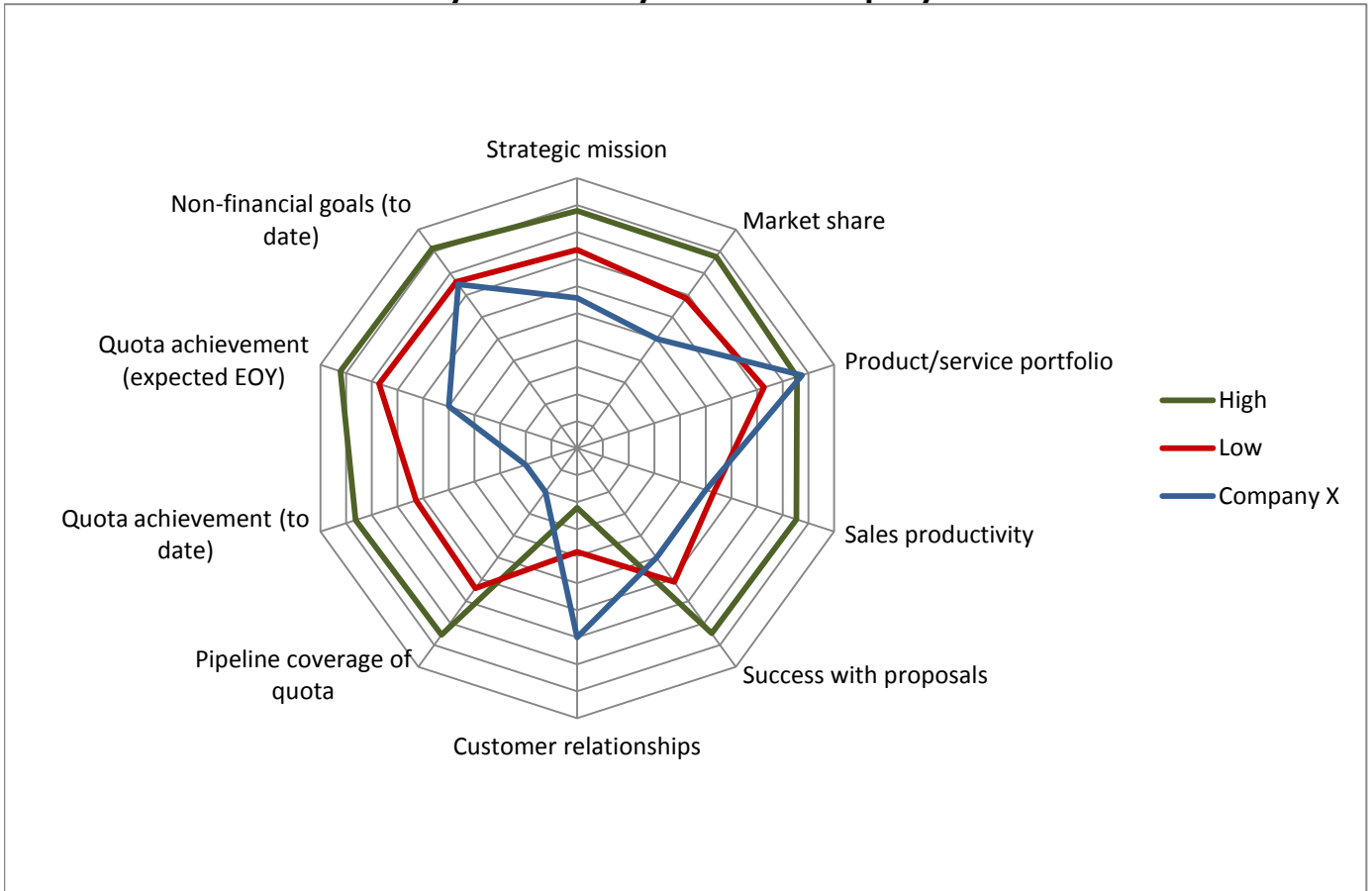
Sales Productivity Diagnostic Benchmark Report

Company X



Sales Productivity Diagnostic Benchmark

Key Productivity Drivers - Company X

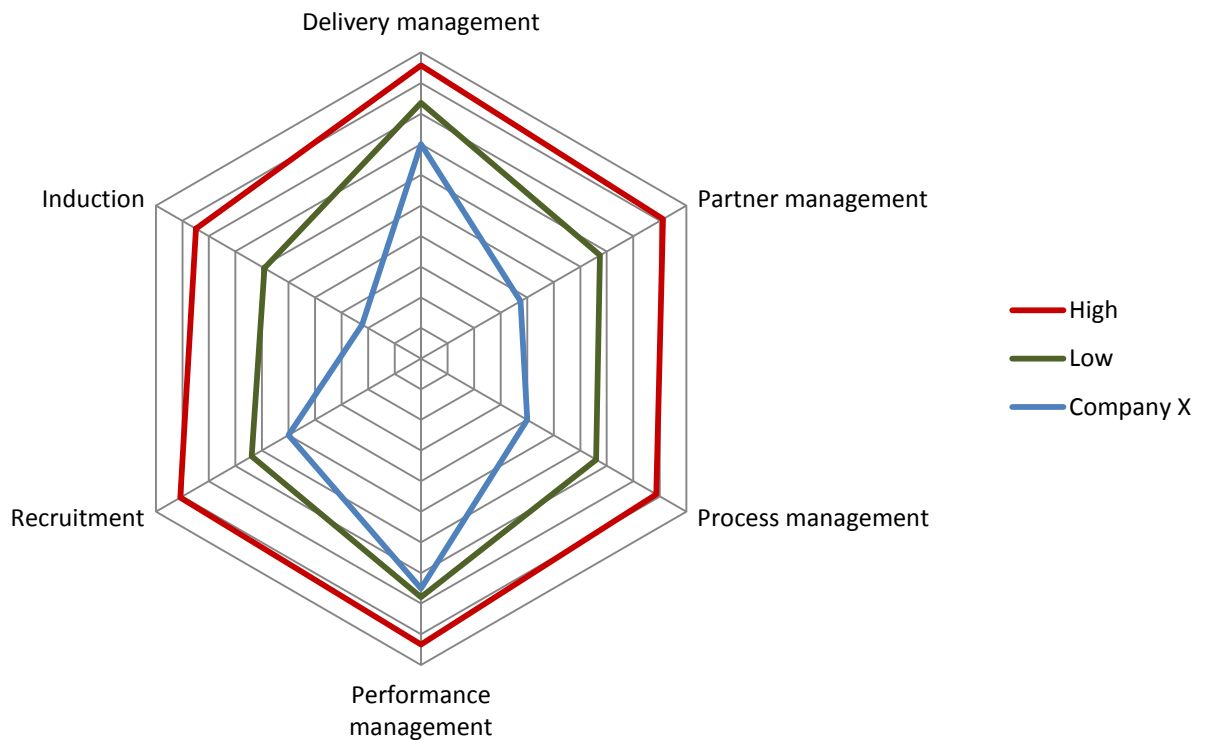


Organisation Performance		All	High	Low	Company X
↗	Strategic mission	80.5	87.9	73.4	55.6
↗	Market share	77.4	87.6	68.6	50.0
↗	Product/service portfolio	79.6	85.6	72.7	87.5
↗	Sales productivity	68.1	85.3	53.1	50.0
↗	Success with proposals	72.9	84.7	61.3	50.0
Performance Restraints		All	High	Low	Company X
↗	Customer relationships	30.0	22.0	38.3	70.0
Sales Performance		All	High	Low	Company X
↗	Pipeline coverage of quota	74.5	85.4	64.2	20.0
↗	Quota achievement (to date)	74.2	86.3	62.7	20.0
↗	Quota achievement (expected EOY)	84.3	92.2	77.2	50.0
↗	Non-financial goals (to date)	84.6	91.3	76.1	75.0



Sales Productivity Diagnostic Benchmark

Key Productivity Drivers - Company X

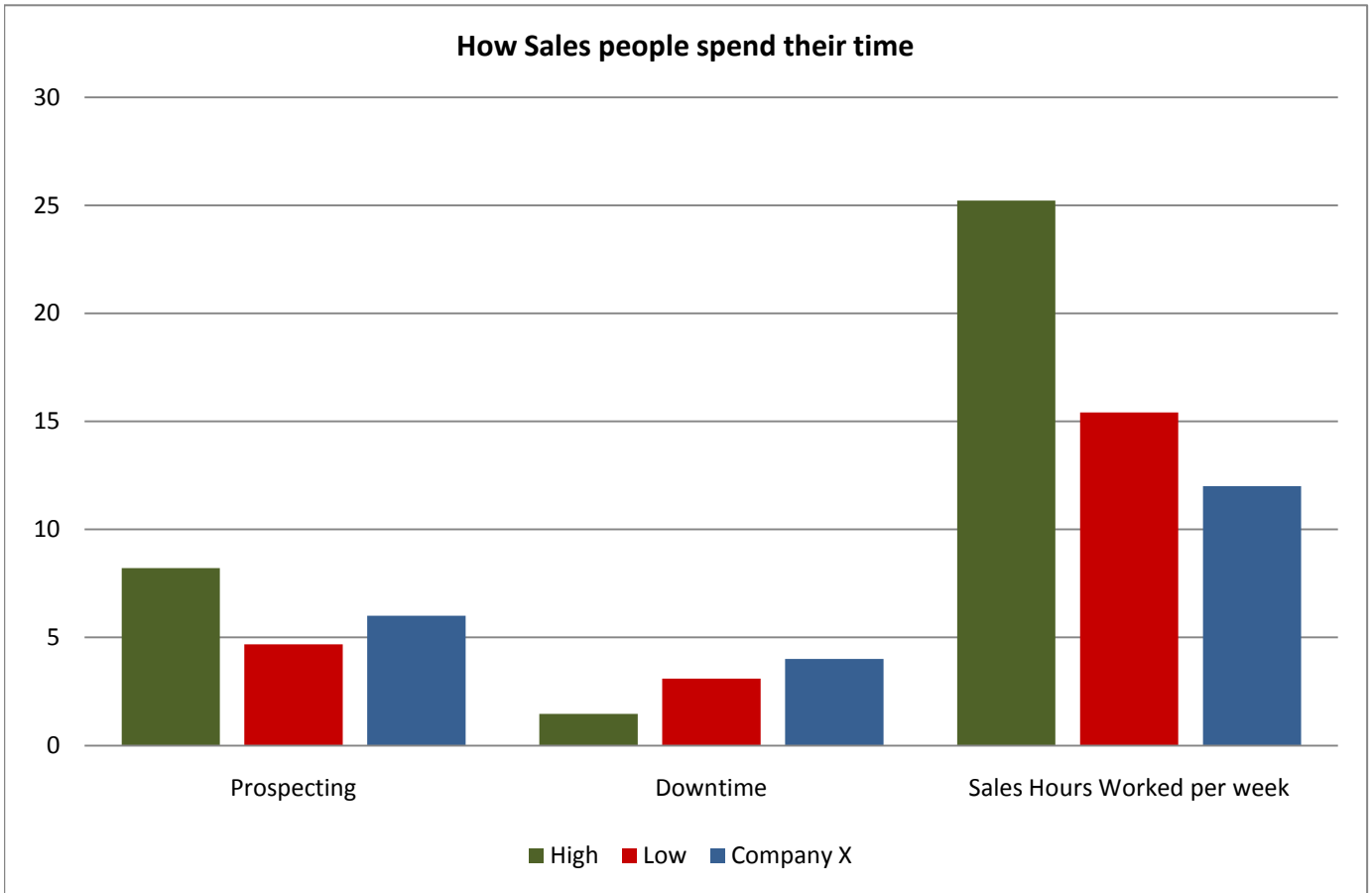


Value Creating Function	All	High	Low	Company X
↗ My organisation's delivery activities (for products and services) are conducted using formally defined, managed and reviewed processes	89.8	95.7	83.5	70.0
↗ My organisation's partner management people and activities (planning, recruitment, enablement, service, lead management and sales management) are aligned with and support the goals of all functional groups	79.6	91.1	67.5	37.5
↗ Every key process in my organisation is managed to promote customer focus, alignment of functional groups and optimisation of overall organisation performance.	78.0	88.6	66.0	40.0
↗ My organisation's performance measurement, monitoring and control processes are aligned with our strategic goals	85.7	93.3	77.9	75.0
Sales Management	All	High	Low	Company X
↗ My organisation recruits and selects its sales people using a formal and disciplined approach that includes systematic assessment of the individuals behavioural, professional and technical capability against the specific requirements of the role	76.4	90.8	63.8	50.0
↗ My organisation submits every sales recruit to a formal, systematic and extensive induction process covering organisation matters (strategy, markets, products, sales channels, and delivery services) and sales matters (procedures and standards, methodologies, systems and tools and administration)	72.0	84.9	59.1	22.2



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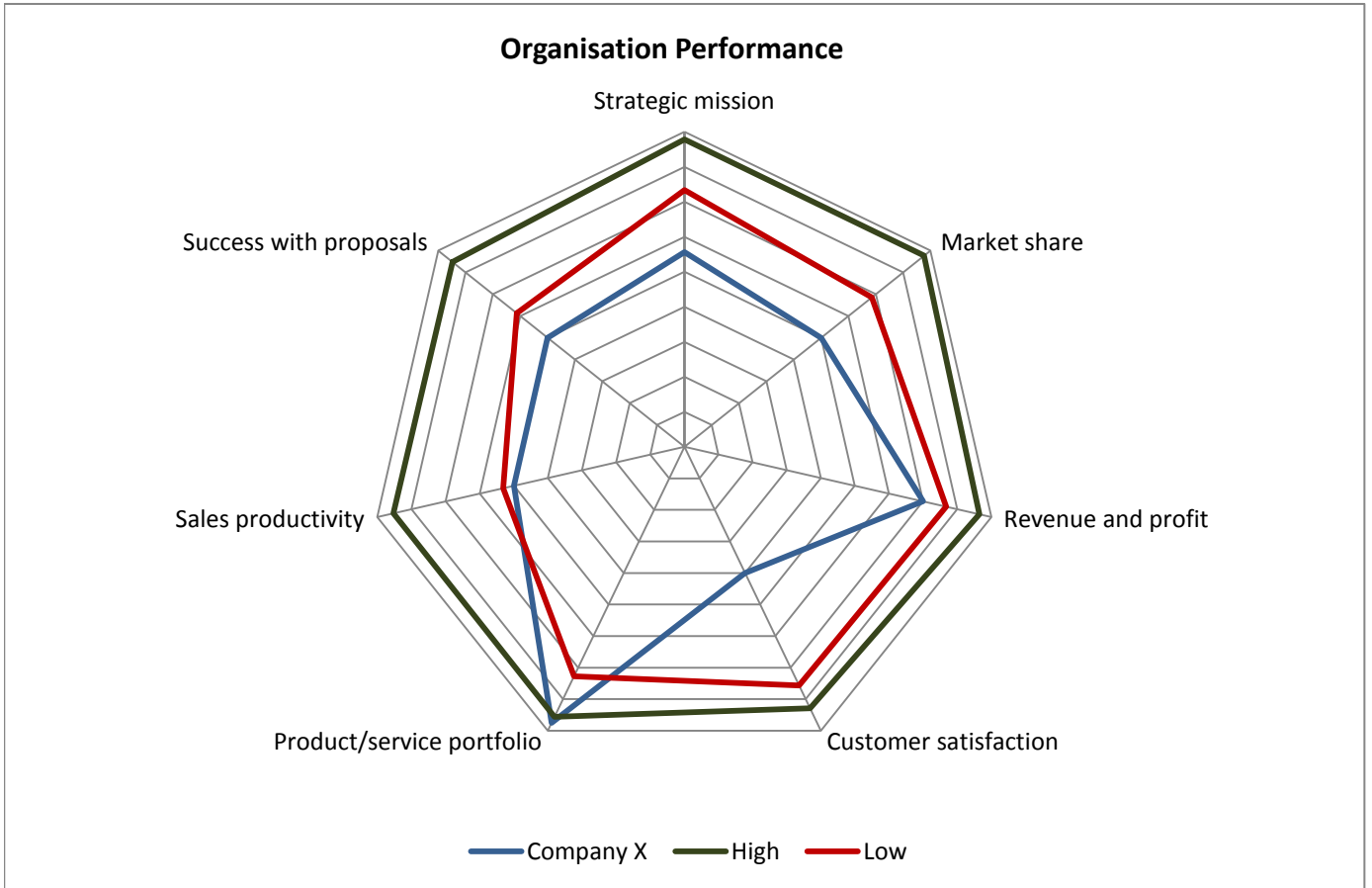
Key Productivity Drivers - Company X



How sales people spend their time		All	High	Low	Company X
↙	Prospecting	6	8	5	6
↗	Downtime	2	1	3	4
↙	Sales Hours Worked per week	19.2	25.2	15.4	12.0

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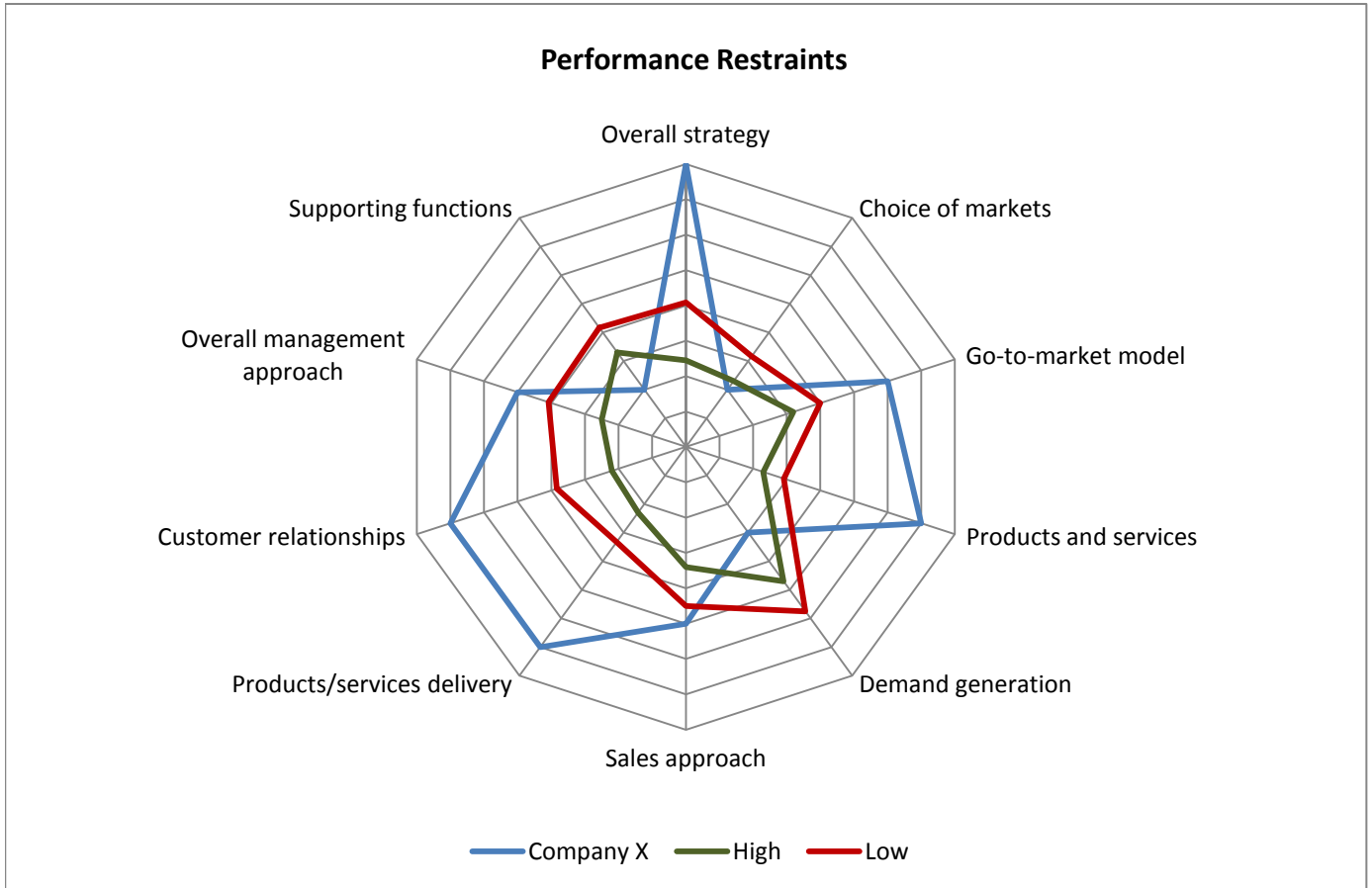
I Organisation Effectiveness - Company X



Organisation Performance	All	High	Low	Company X
↗ Strategic mission	80.5	87.9	73.4	55.6
↗ Market share	77.4	87.6	68.6	50.0
Revenue and profit	81.4	86.5	76.7	70.0
Customer satisfaction	79.9	82.9	75.7	40.0
↗ Product/service portfolio	79.6	85.6	72.7	87.5
↗ Sales productivity	68.1	85.3	53.1	50.0
↗ Success with proposals	72.9	84.7	61.3	50.0

Sales Productivity Diagnostic Benchmark

I Organisation Effectiveness - Company X

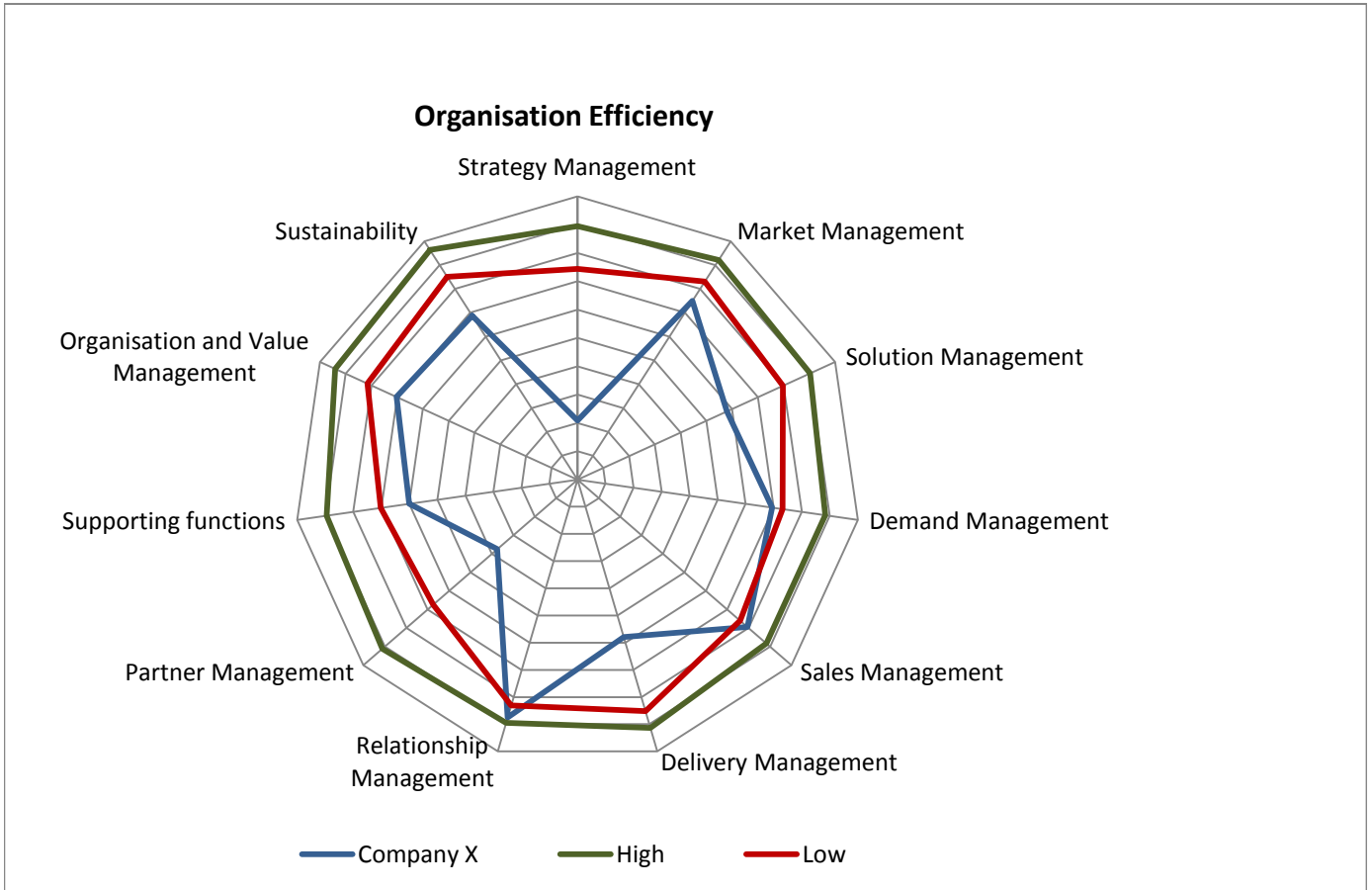


Performance Restraints	All	High	Low	Company X
Overall strategy	35.9	24.4	40.8	80
Choice of markets	29.1	23.0	31.7	20
Go-to-market model	37.4	32.0	40.0	60
Products and services	29.1	23.0	29.2	70
Demand generation	54.3	47.0	57.5	30
Sales approach	42.2	34.0	45.0	50
Products/services delivery	29.1	23.0	33.3	70
Customer relationships	30.0	22.0	38.3	70
Overall management approach	33.6	25.0	40.8	50
Supporting functions	37.7	33.0	41.7	20



Sales Productivity Diagnostic Benchmark

II Organisation Efficiency - Company X

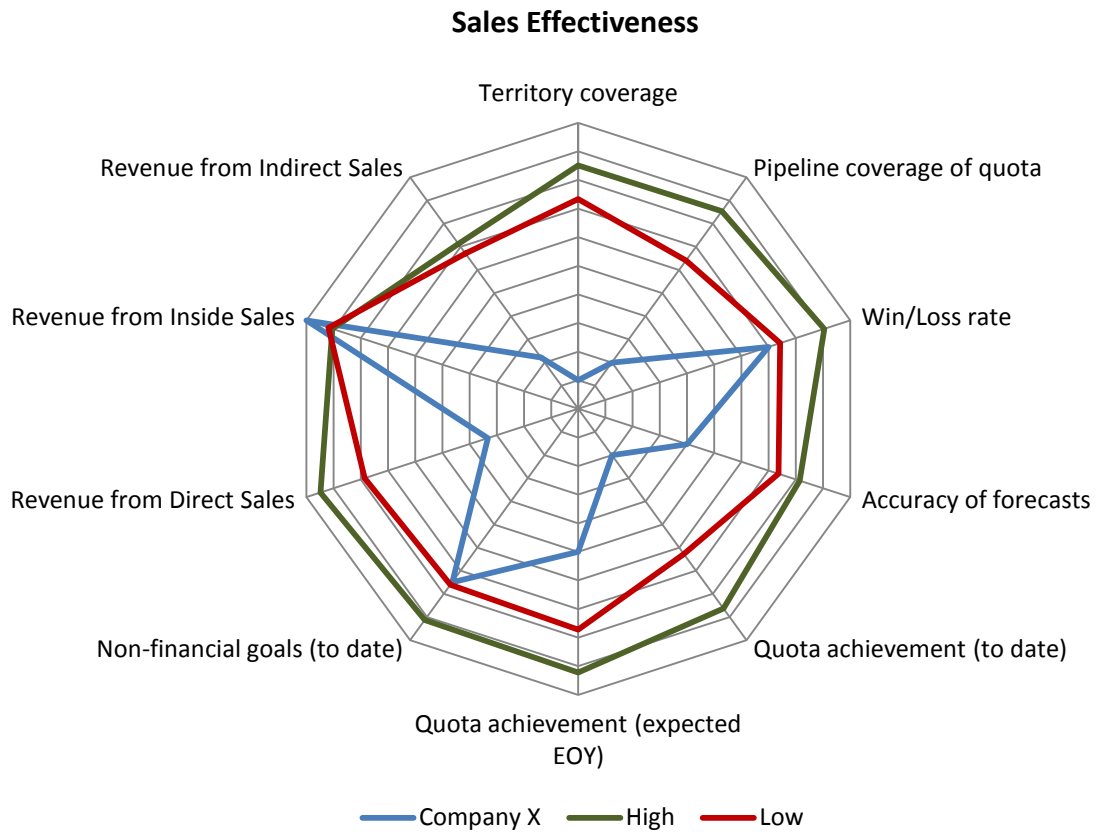


Value Creating Function	All	High	Low	Company X
Strategy Management	81.4	89.5	74.3	20.8
Market Management	86.8	92.1	83.1	75.0
Solution Management	85.3	90.3	79.8	58.0
Demand Management	80.9	88.4	73.2	69.4
Sales Management	82.3	88.2	75.9	79.4
↗ Delivery Management	88.7	91.4	85.2	57.9
Relationship Management	86.8	89.5	83.1	87.5
↗ Partner Management	79.6	91.1	67.5	37.5
Supporting functions	80.3	89.5	70.2	60.0
↗ Organisation and Value Management	84.3	94.0	81.5	70.3
Sustainability	91.0	96.3	85.0	68.8



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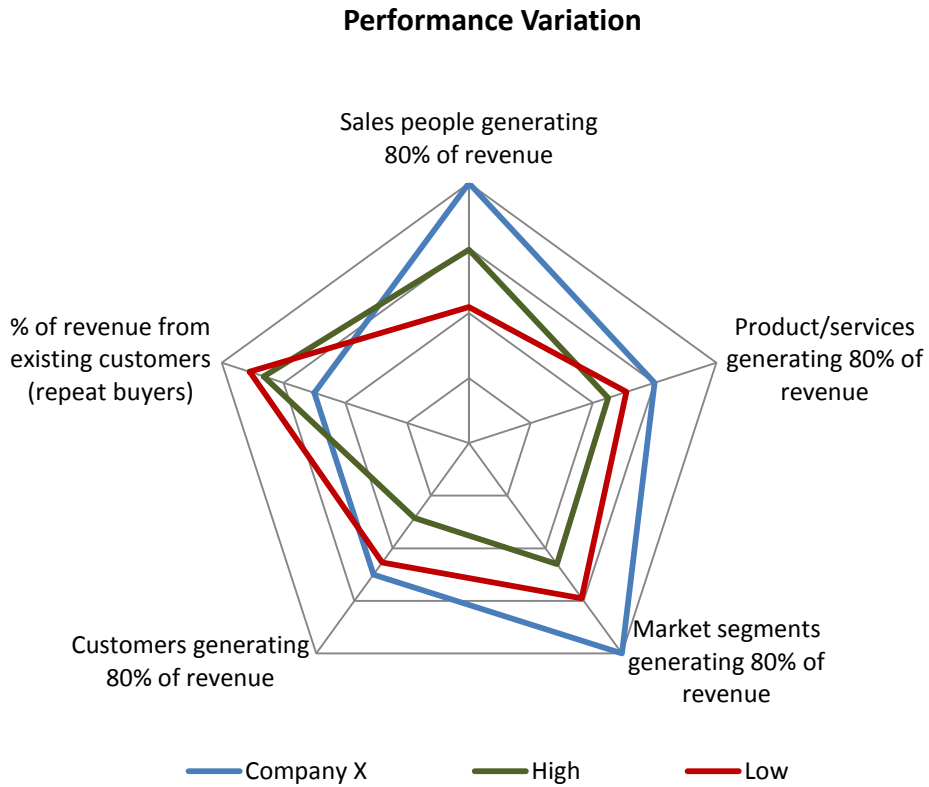
III Sales Effectiveness - Company X



Sales Performance	All	High	Low	Company X
Territory coverage	78.9	85.1	73.3	10.0
↗ Pipeline coverage of quota	74.5	85.4	64.2	20.0
Win/Loss rate	82.4	90.4	74.3	70.0
Accuracy of forecasts	77.5	81.4	73.6	40.0
↗ Quota achievement (to date)	74.2	86.3	62.7	20.0
↗ Quota achievement (expected EOY)	84.3	92.2	77.2	50.0
↗ Non-financial goals (to date)	84.6	91.3	76.1	75.0
Revenue from Direct Sales	87.2	94.8	78.6	33.3
Revenue from Inside Sales	91.2	90.5	91.8	100.0
Revenue from Indirect Sales	70.3	71.2	67.2	22.2

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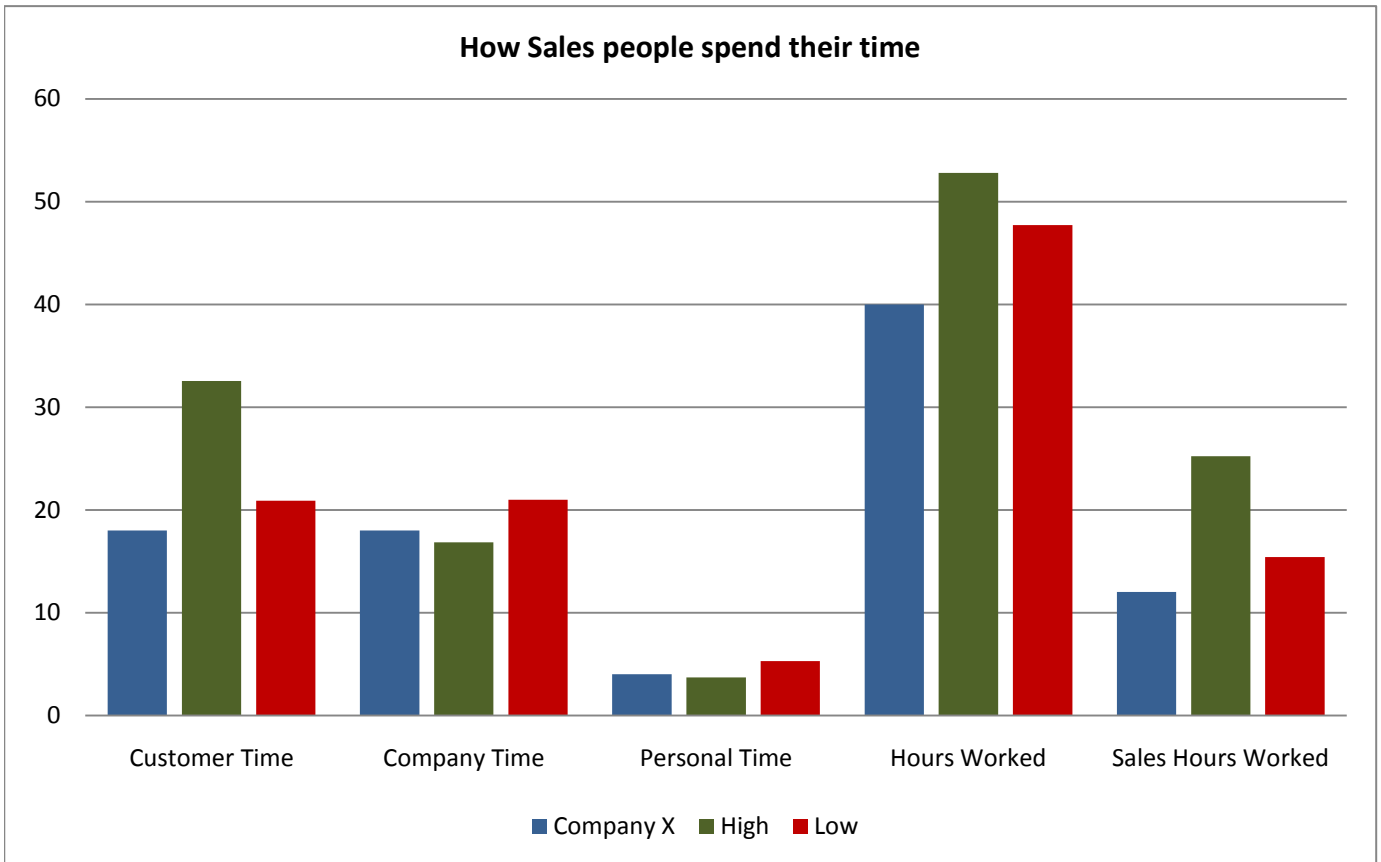
III Sales Effectiveness - Company X



Performance Variation	All	High	Low	Company X
Sales people generating 80% of revenue	48	60	42	80
Product/services generating 80% of revenue	49	45	51	60
Market segments generating 80% of revenue	50	46	59	80
Customers generating 80% of revenue	36	29	45	50
% of revenue from existing customers (repeat buyers)	68	66	71	50

Sales Productivity Diagnostic Benchmark

IV Sales Efficiency - Company X

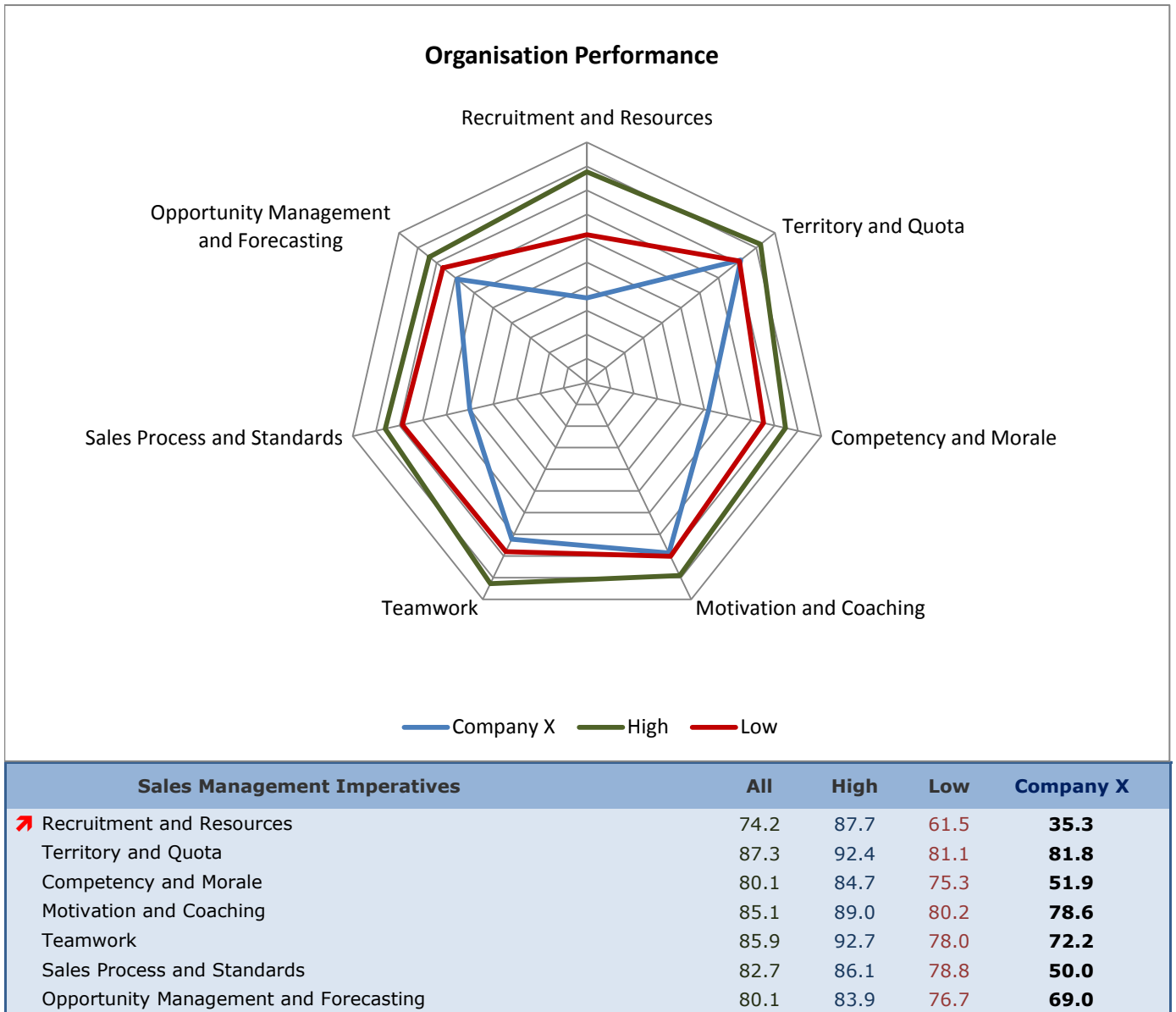


How sales people spend their time		All	High	Low	Company X
Customer Time		52%	62%	44%	45%
↙	Opportunities	26%	32%	23%	15%
	Prospecting	12%	16%	10%	15%
	Problem Solving	13%	14%	12%	15%
Company Time		38%	32%	44%	45%
	Administration	13%	13%	13%	10%
	Meetings	12%	9%	15%	10%
	Internal Selling	9%	6%	10%	10%
	Travel	5%	5%	6%	15%
Personal Time		9%	7%	11%	10%
↗	Training	4%	4%	5%	0%
	Downtime	5%	3%	7%	10%
↘	Hours Worked per week	50.0	52.8	47.7	40.0
	Sales Hours Worked per week	19.2	25.2	15.4	12.0



Sales Productivity Diagnostic Benchmark

IV Sales Efficiency - Company X



Sales Productivity Diagnostic Benchmark

What does it do?

Boost revenue and profit. The Sales Productivity Diagnostic Benchmark turns underperforming companies into high performers, and high performing companies into productivity leaders.

What is it?

Your Sales Productivity Diagnostic Benchmark report compares your company's efficiency and effectiveness, across a wide range of factors, with that of a large number of other companies, big and small.

The assessment shows you where your company fits on the scale of low ("Bottom") to high ("Top") sales productivity performers and how you rate on the factors that determine sales productivity - the Key Productivity Drivers (KPDs).

How does it work?

Your report covers all aspects of your organisation from strategy to customer service; it shows you how well IT, HR and other groups support the sales effort; and it gauges your overall value management practice.

It uses a series of questions developed over many years from improving the sales productivity of many companies. Five different types of assessment questions are used:

1. Effectiveness – these questions provide an assessment of your ability to deliver the desired result, such as revenue and market share
2. Efficiency - questions in this group assess your capability and economy of resource usage in order to achieve the desired results. Factors include win/loss rate, sales competency and so forth.
3. Restraints - these questions provide an estimation of the extent of some factors that can restrain company performance. The larger the number (barrier) the lower the productivity that can be expected.
4. Variation - these questions gauge the variation in contributions (and imbalances) to sales productivity
5. Sales peoples' time – estimates of how people spend their day

What does it tell you?

The diagnostic benchmark report gives you a complete productivity profile benchmarked against your peers. You see how you rate against both the High productivity and the Low productivity companies in our Sales Productivity Benchmark Database.

The analysis identifies where your company is a leader and where it is a laggard in managing for high productivity. It also shows how you perform against the Key Productivity Drivers:

- ↗ This symbol identifies the sales productivity factor and is the respondents view of the extent of their sales productivity challenge. It is this sales productivity factor that is used to determine the KPDs.
- ↗ This symbol identifies positive KPDs i.e. those where the size of the productivity factor increases as sales productivity increases. For example, the more "down time" a sales person has, the lower the sales productivity.
- ↘ This symbol identifies negative KPDs i.e. those where the size of the productivity factor decreases as sales productivity increases. For example, the more "prospecting time" a sales person has, the higher their productivity.

What's next?

With your Sales Productivity Diagnostic Benchmark Report you are ready to energise your sales team and your whole organisation to become a Productivity Leader.

BusinessSPM can help you with tools and services that allow you to better understand the drivers of, and barriers to, improved sales performance. We can provide seminars, workshops, training and assistance that will equip your sales team and your whole company with the ability to boost sales productivity, revenue and profit.

The Research Report "Boosting Sales Productivity" provides the results of the benchmarking exercise and the comments from the associated interviews. The Report is available from BusinessSPM. Please contact Philip Radburn at philip.radburn@businessspm.com.au or on +61 (0) 414 501 227

