CUSTOMER SUMMIT 2024

Workbooks

Measuring Funnel Performance Using Snapshot Reporting

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Part 1:

-Sales and marketing alignment

-Funnel best practice

-Measurement

Part 2: Demonstration

-How Snapshot reporting works

-Examples of Opportunity Pipeline and Sales Conversion reports

Sales & Marketing alignment – why does it matter?

It provides measurable and significant benefits:

- 24% faster three-year revenue growth

- 27% faster three-year profit growth

But it's difficult!

Only 8% of companies have strong alignment between their sales and marketing departments

FORRESTER®

Successful Sales & Marketing

Defining the Sales & Marketing Process

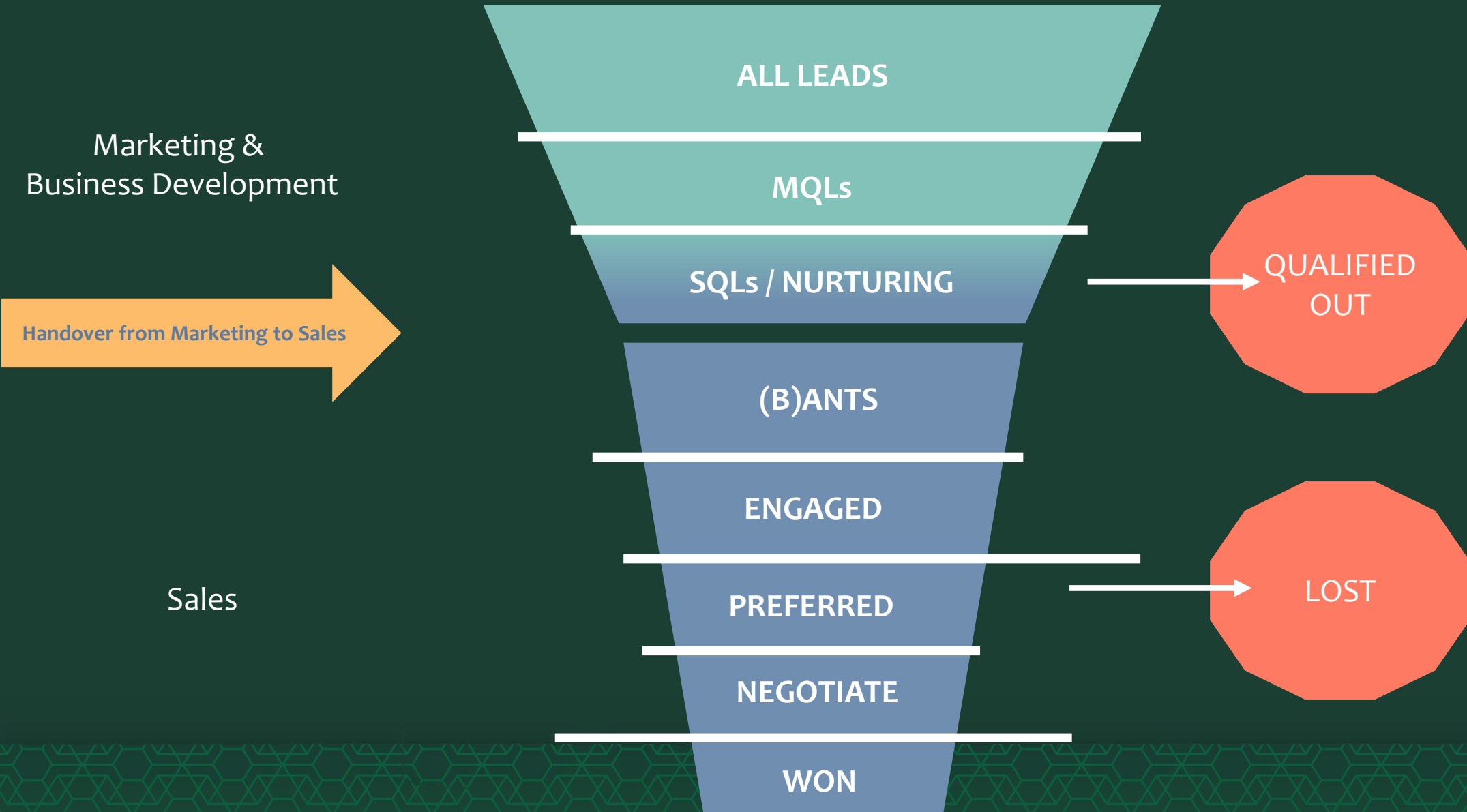A common process which covers:
- Marketing & Sales
- Lead generation to closed/won

It needs to clearly define:
- Stages and ownership at each stage
- Handover points and Service Level Agreements (SLAs)
- Targets and KPIs

Plan → Execute → Analyze → Learn → Apply → Plan

Example: Workbooks Sales & Marketing Funnel

Marketing &
Business Development

Handover from Marketing to Sales

Sales

ALL LEADS

MQLs

SQLs / NURTURING

(B)ANTS

ENGAGED

PREFERRED

NEGOTIATE

WON

QUALIFIED OUT

LOST

Understanding the Metrics

Use Cases

1. **Data Flattening**
   - Bringing data from multiple records into one place
   - Quicker and easier reporting

2. **Trend Analysis**
   - Analysing how data changes over time
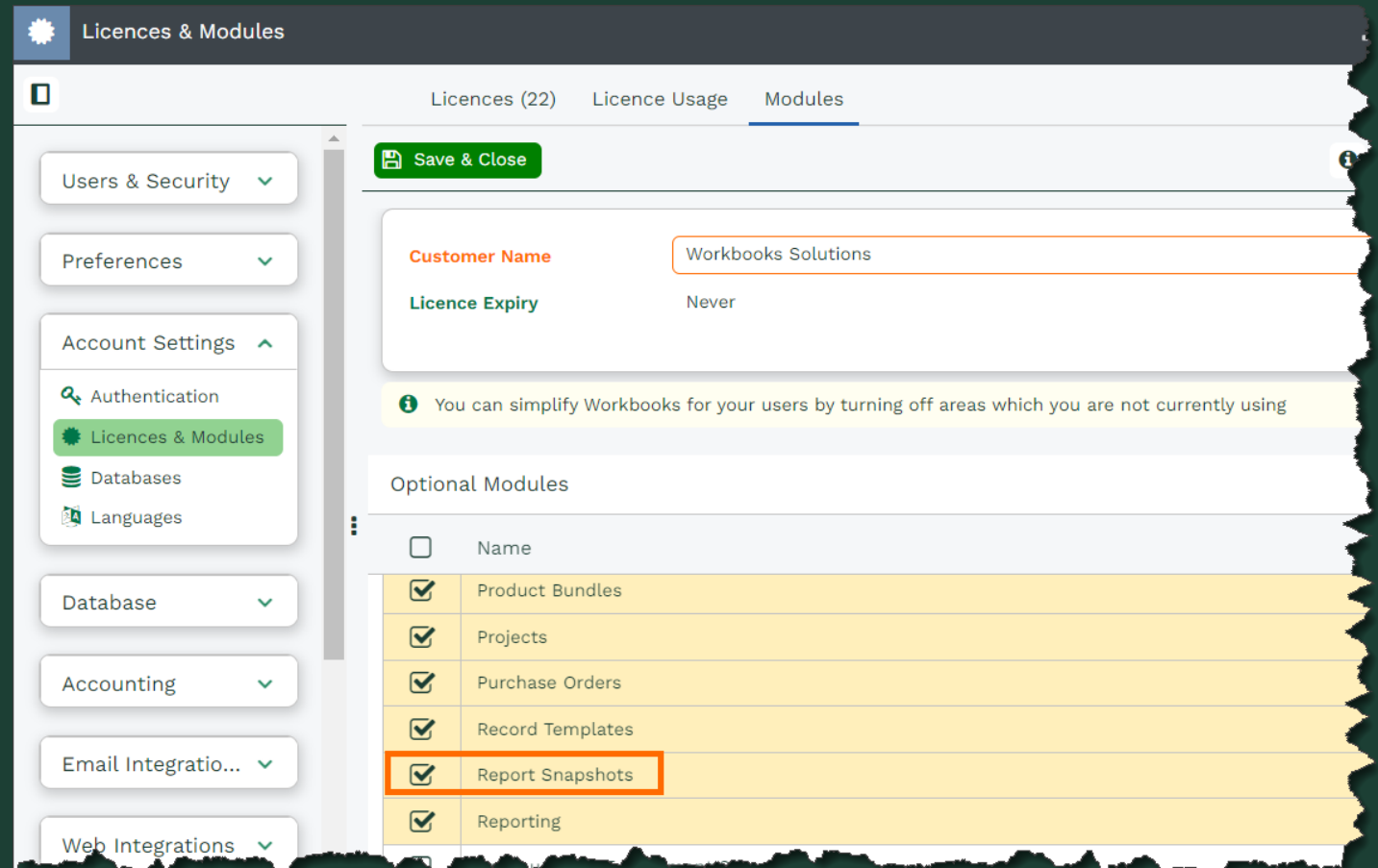
What are Report Snapshots?

1. Allow you to join multiple pieces to data together to make reporting easier – **data flattening**

2. A way to report on historical data, eg

    - What was the value of my Opportunity Pipeline this time last year?

    - How many open Support Cases did we have at the end of last month?

    - How many people were registered to attend my Event last week compared with how many are registered now?

How do Report Snapshots work?

- Think of Report Snapshots as taking images of the data in a Report(s).

- These images are stored on a custom record type.

- Columns in the Report are created as fields on a custom record.

- A record is created for each row in the Report.

- Take Snapshots on a schedule - daily, weekly or monthly.

- You can decide how long you retain that data.

Can everyone create Report Snapshots?

- MUST have Custom Records (included in Pro Editions or available as an extension)

- Ensure 'Report Snapshots' Module is enabled.

You will need:

1. A 'source' report/reports

2. A target object (custom object that stores data from 1 above)

   a) Each report column can = field on the target object

3. A Snapshot schedule

   a) Daily

   b) Weekly

   c) Monthly

4. An 'output' report/reports, based on the data captured above.

Opportunities Week 3 / Final Results

Opportunity reference	Opportunity Name	Prospective Customer Name	Stage	Amount	Close Date	Age (days)
OPP-702	Enviro-D Demo O...	Environment Dev...	(1) Qualified	£4,750.00	04/09/2024	114
OPP-706	First-H Demo Opp...	First Handling	(3) Preferred	£1,100.00	05/07/2024	120
OPP-702	Enviro-D Demo O...	Environment Dev...	(2) Engaged	£4,750.00	04/09/2024	121
OPP-712	FujiPR Demo Opp...	Fuji PR Ltd	(1) Qualified	£1,000.00	08/09/2024	126
OPP-702	Enviro-D Demo O...	Environment Dev...	(3) Preferred	£4,750.00	04/09/2024	128
OPP-718	DLA-WS Demo Op...	DLA Water Services	(1) Qualified	£1,000.00	10/09/2024	130
OPP-719	DLA-WS Demo Op...	DLA Water Services	(1) Qualified	£2,000.00	11/09/2024	185
OPP-726	Infast-Sol Demo O...	Infast Solicitors	(2) Engaged	£3,000.00	04/08/2024	133
OPP-727	Infast-Sol Demo O...	Infast Solicitors	(1) Qualified	£1,100.00	04/09/2024	130
OPP-728	Infast-Sol Demo O...	Infast Solicitors	(2) Engaged	£3,000.00	05/08/2024	138
OPP-740	Anderson H Dem...	Anderson Handling	(2) Engaged	£10,250.00	17/06/2024	354
OPP-742	Amerada Demo O...	Amerada Industries	(3) Preferred	£9,300.00	14/06/2024	134
OPP-743	Amerada Demo O...	Amerada Industries	(3) Preferred	£3,000.00	07/07/2024	197
OPP-751	TID Demo Opport...	Temple Industrial ...	(1) Qualified	£1,800.00	05/09/2024	140
OPP-752	TID Demo Opport...	Temple Industrial ...	(2) Engaged	£2,000.00	07/08/2024	145
OPP-771	Spicer-PR Demo O...	Spicer PR Ltd	(3) Preferred	£13,200.00	08/07/2024	160

Example Source Report & Resulting Snapshots

Example Output – Number of Opps by Sales Stage Over Time
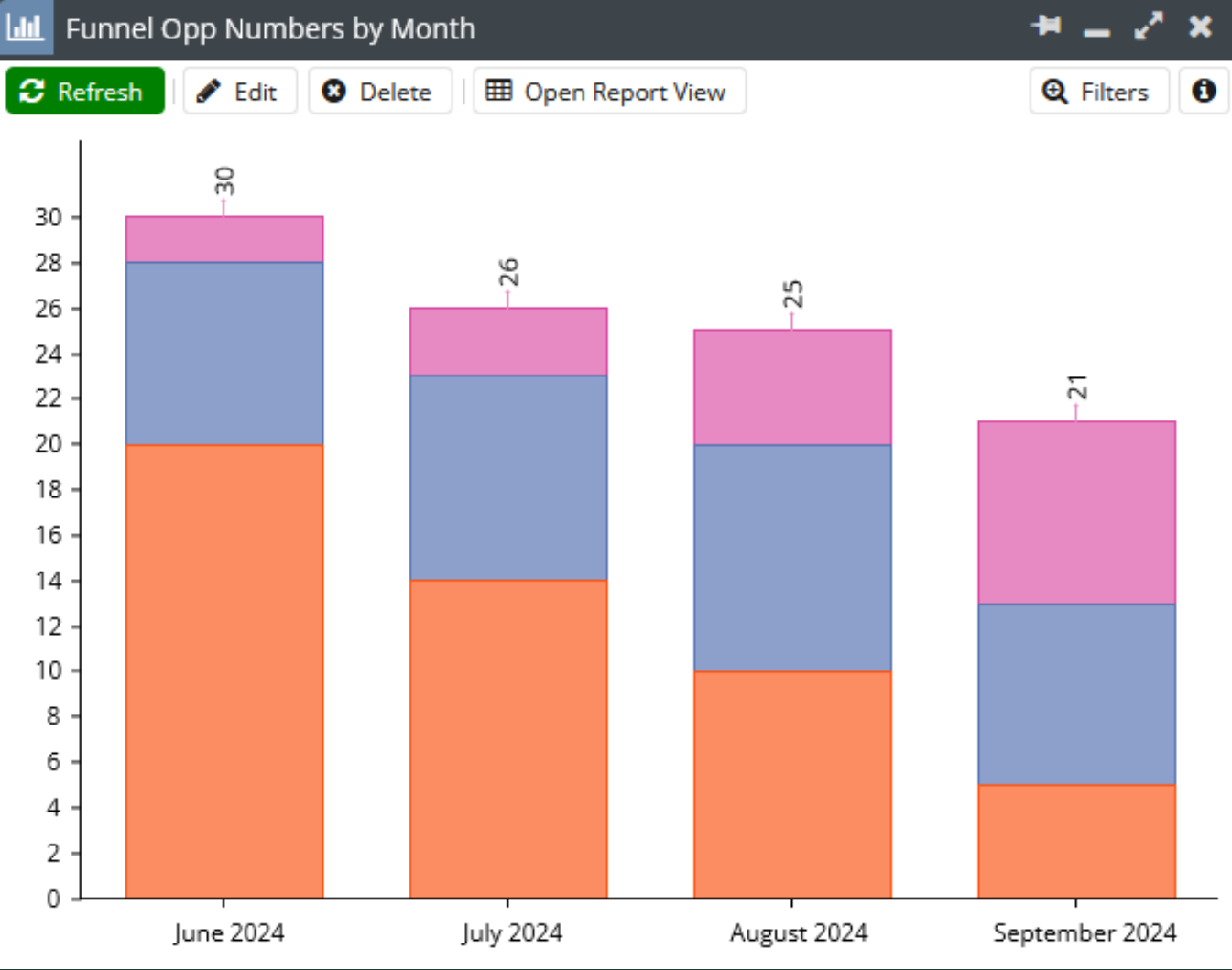
Example Output – Value of Opps by Salesperson Over Time

Legend:
- Anthony Khan (orange)
- Caroline Sterling (blue)
- Alison Jones (pink)
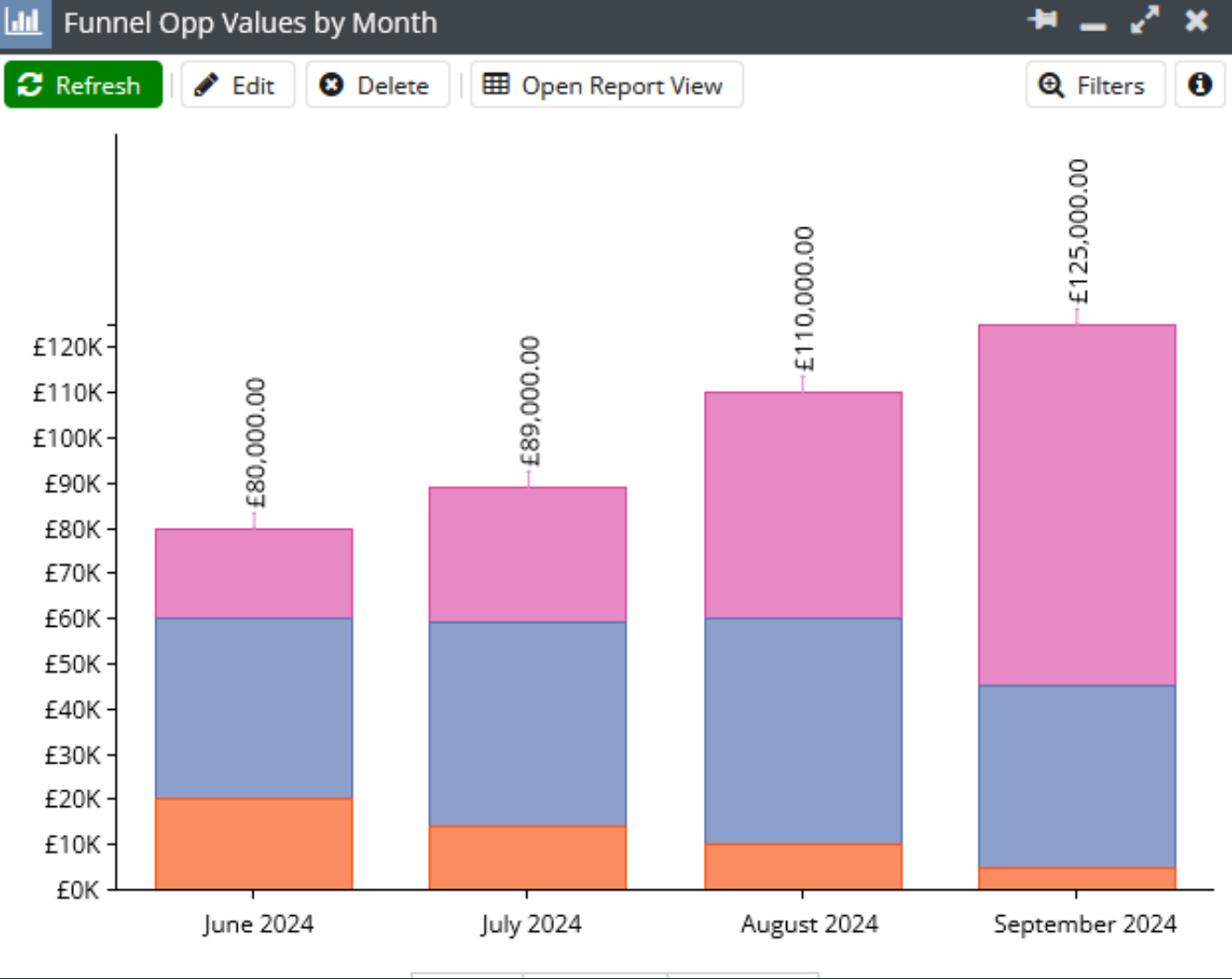
Funnel Opp Values by Month

Refresh | Edit | Delete | Open Report View | Filters

Month	Total
June 2024	£80,000.00
July 2024	£89,000.00
August 2024	£110,000.00
September 2024	£125,000.00

Use Cases

1. **Data Flattening**
   - Bringing data from multiple records into one place
   - Quicker and easier reporting

2. **Trend Analysis**
   - Analysing how data changes over time

1. Data Flattening

- Data held in multiple places is brought into one place, making it easier to report on.

- You want to see data in a single report that normally can only be done in multiple reports due to the different criteria or record types.

- Might include sums or counts so that some of the report functions are made easier.

- Results in data that's easier for non-reporting users to understand.

Example – Marketing Campaign Performance

- You want to understand more about how your Marketing Campaigns are performing, for each Campaign you want to see:

  - The number of Web Page Views

  - The number of Open Opportunities generated by the Campaign

  - The value of Opportunities at each Sales Stage

  - The value of Paid Invoices

  - Etc

Example – Marketing Campaign Performance

- You want to understand more about how your Marketing Campaigns are performing, for each Campaign you want to see:

  - **The Target Revenue**

  - **The number of Web Page Views**

  - **The value of Open Opportunities generated by the Campaign**

  - The value of Opportunities at each Sales Stage

  - The value of Paid Invoices

Snapshot Report on Marketing Campaign Performance

Campaign ID	Target Revenue
37	£85,000.00
49	£100,000.00

Campaign ID	# Web Page Views
37	9
49	0

Campaign ID	Total Opp Amount
37	£203,094.99
49	£126,615.00

Snapshot Report on Campaign Performance

Campaign ID	Target Revenue	# of Web Page Views	Total Opp Amount
37	£85,000.00	9	£203,094.99
49	£100,000.00	0	£126,615.00

2. Trend Analysis

- Taking a 'snapshot' of a report every day/week/month means you have a record of the data and how it has changed over time.

- Examples:
  - Pipeline – compare your current pipeline to this time last year or this time last month
  - Open Cases – how many cases have they had open at any one time?
  - Contract ARR – see how your ARR has changed over time – what is your expansion and churn?

Sales Pipeline Opportunity Stages

Sales Stage Name	Funnel Position
(0) Unqualified	Top of Funnel
(1)Qualified	Middle of Funnel
(2) Engaged	Middle of Funnel
(3) Preferred	Bottom of Funnel
(4) Won	Won from Funnel (no longer in funnel)
(5) Qualified Out	Qualified Out from Funnel (no longer in funnel)
(6) Lost	Lost from Funnel (no longer in funnel)

What next?

1. Speak with our Professional Services team in the coffee break to talk about your specifics.

(Especially Jean, Rob Hull or Chris Nelson!)

2. Take advantage of our **special offer** for event attendees:

25% off PS days until the end of 2024