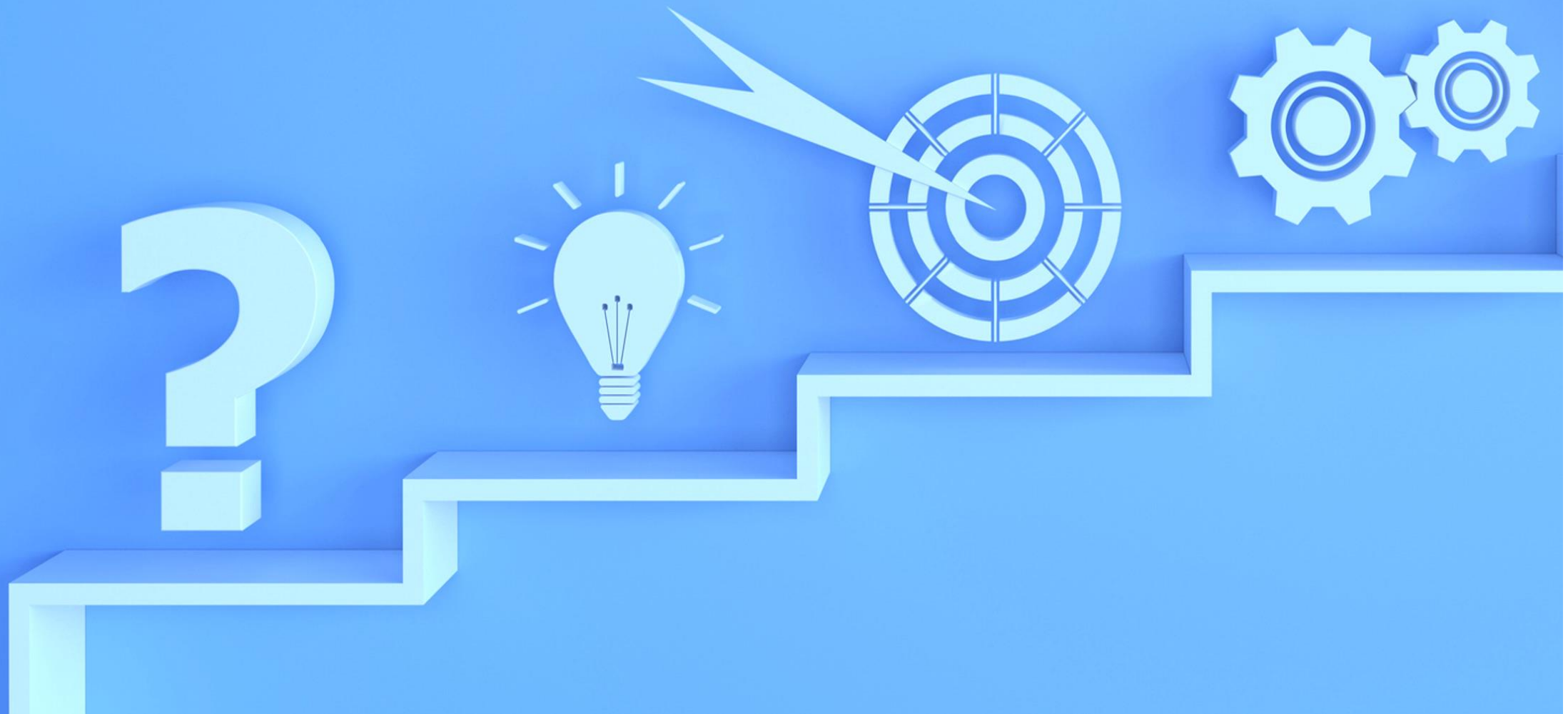


Revenue Decision Intelligence Benchmark Metrics



DRIVING REVENUE WITH TRUSTED INTELLIGENCE

➤ INTRODUCTION

Since 2014, Quick Start Strategies has benchmarked hundreds of companies to generate a database focused on a core set of sales performance metrics.

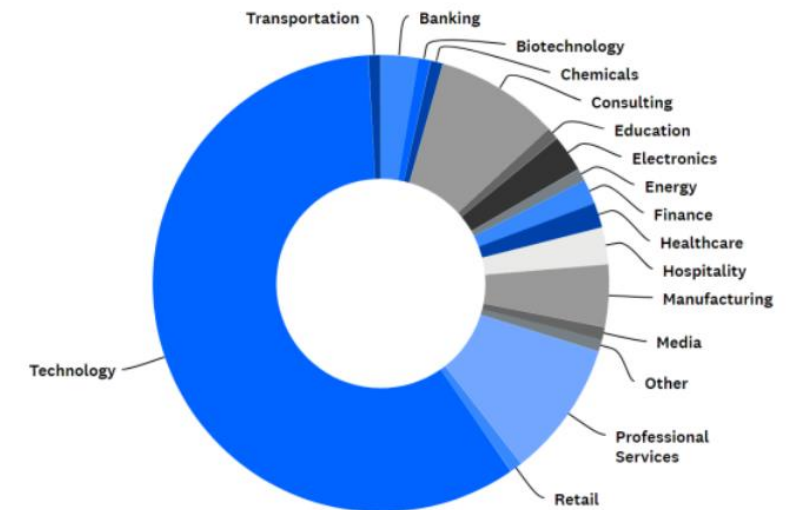
What makes this benchmark unique is how the data was acquired. Most data sets are acquired through a survey where respondents enter their 'best guess' and the results are not ground in fact.

The Quick Start Strategies benchmark database was built from historical performance data calculated using the REVENUE-*now* revenue decision intelligence platform.

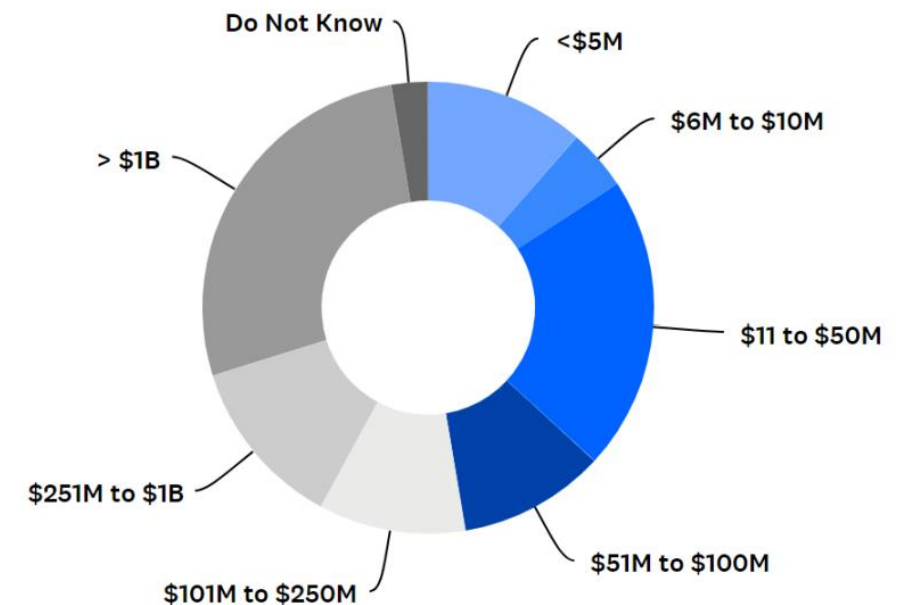
By leveraging benchmarks, you can gain an independent perspective about how well you perform compared to other companies. Drill down into performance gaps to identify areas for improvement and develop a standardized set of processes and metrics.

With benchmarks in hand, you can confidently set performance expectations and enable a mindset and culture of continuous improvement.

INDUSTRY PARTICIPATION



COMPANY SIZE



Benchmark Set

CONVERSION RATE

Conversion rate is one of the main sales and marketing KPI. It tracks the deal flow from one marketing state and sales stage to the next. It is an absolute must have for looking at stage leakage points. When compared to velocity (days in stage), users can quickly uncover key leakage points and breakages in a revenue process.

Marketing Metric

1.9%

Average lead conversion rate from 'inquiry' state to 'converted' opportunity.

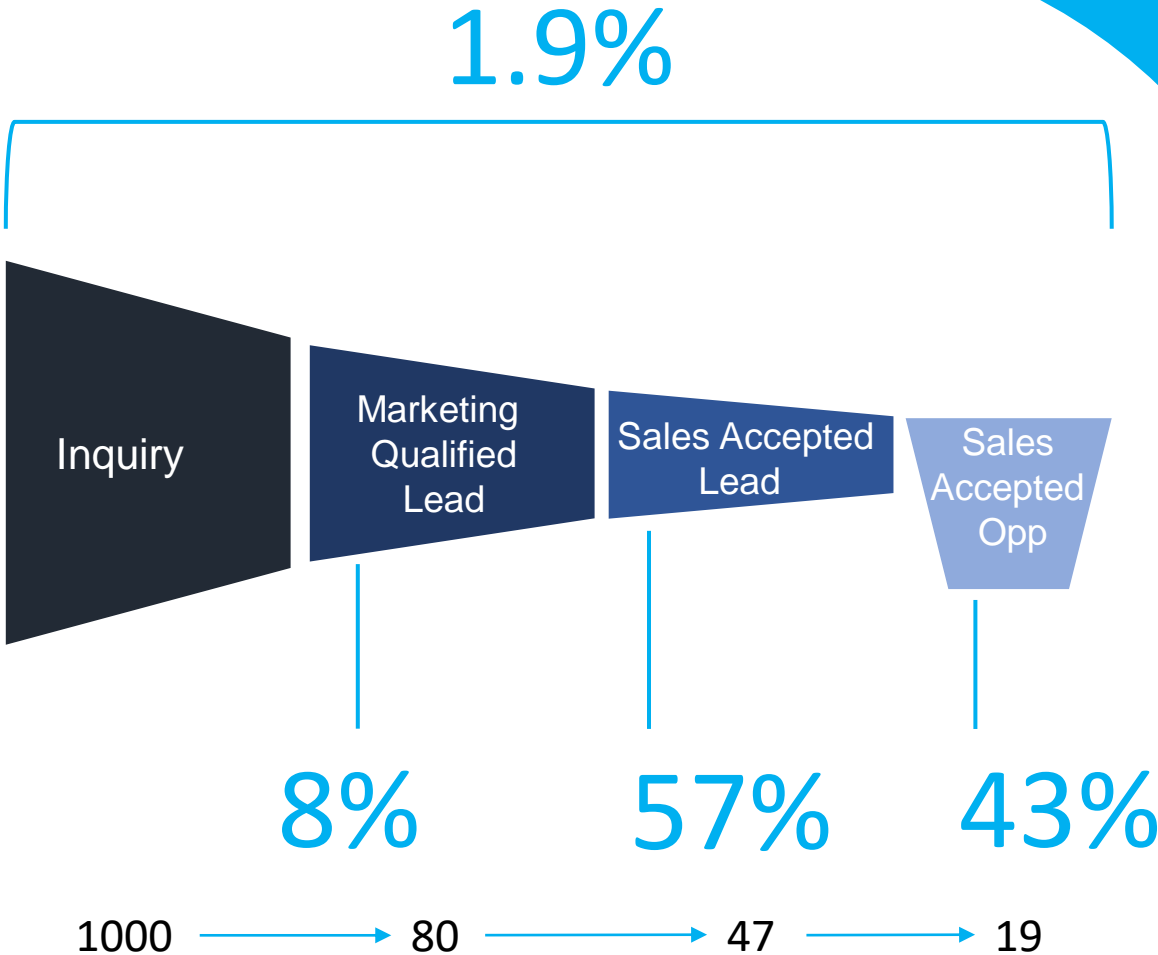
Sales Metric

27%

Average closed/won rate for new and existing customer opportunities from any source.

Marketing Metric

> MARKETING LEAD CONVERSION RATES



The overall average conversion rate for a standard marketing process is **1.9%**. This includes all marketing source types.

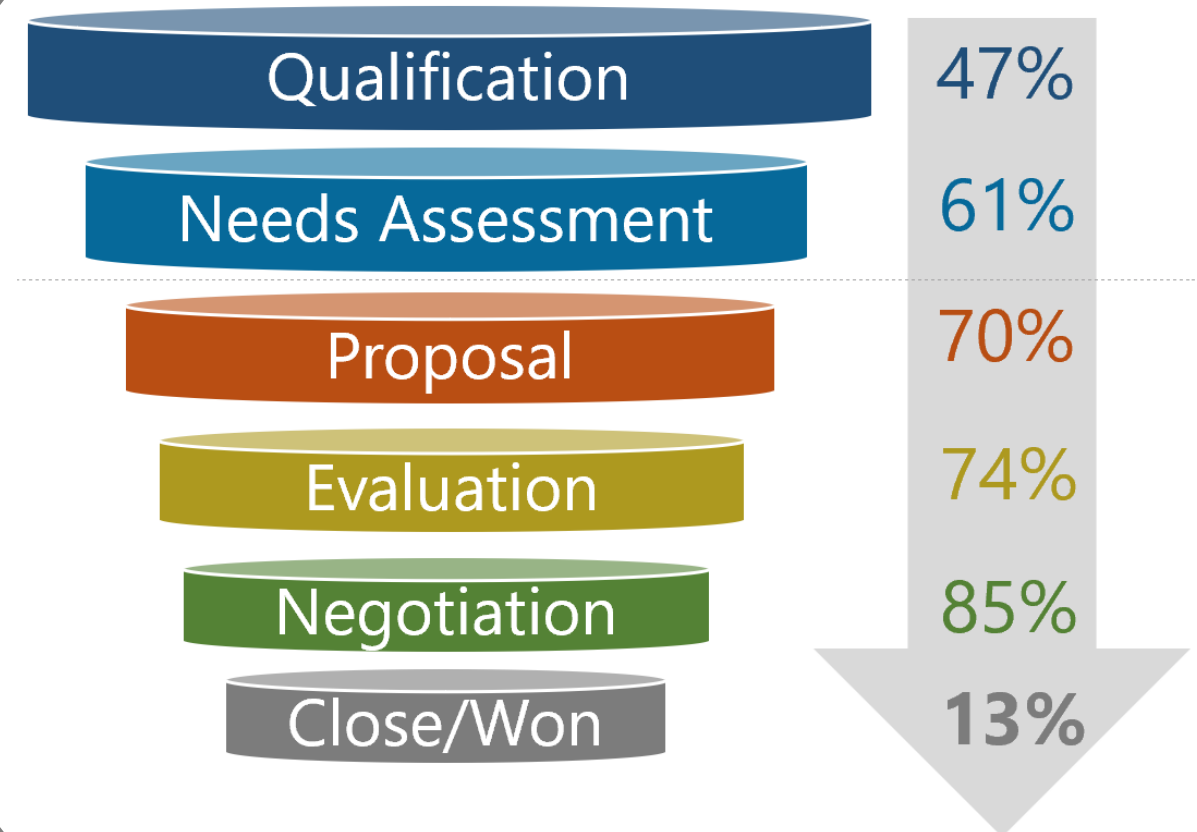
This data is useful for marketing operations to use so to forecast required lead flow to qualified opportunity.

Marketing Metric

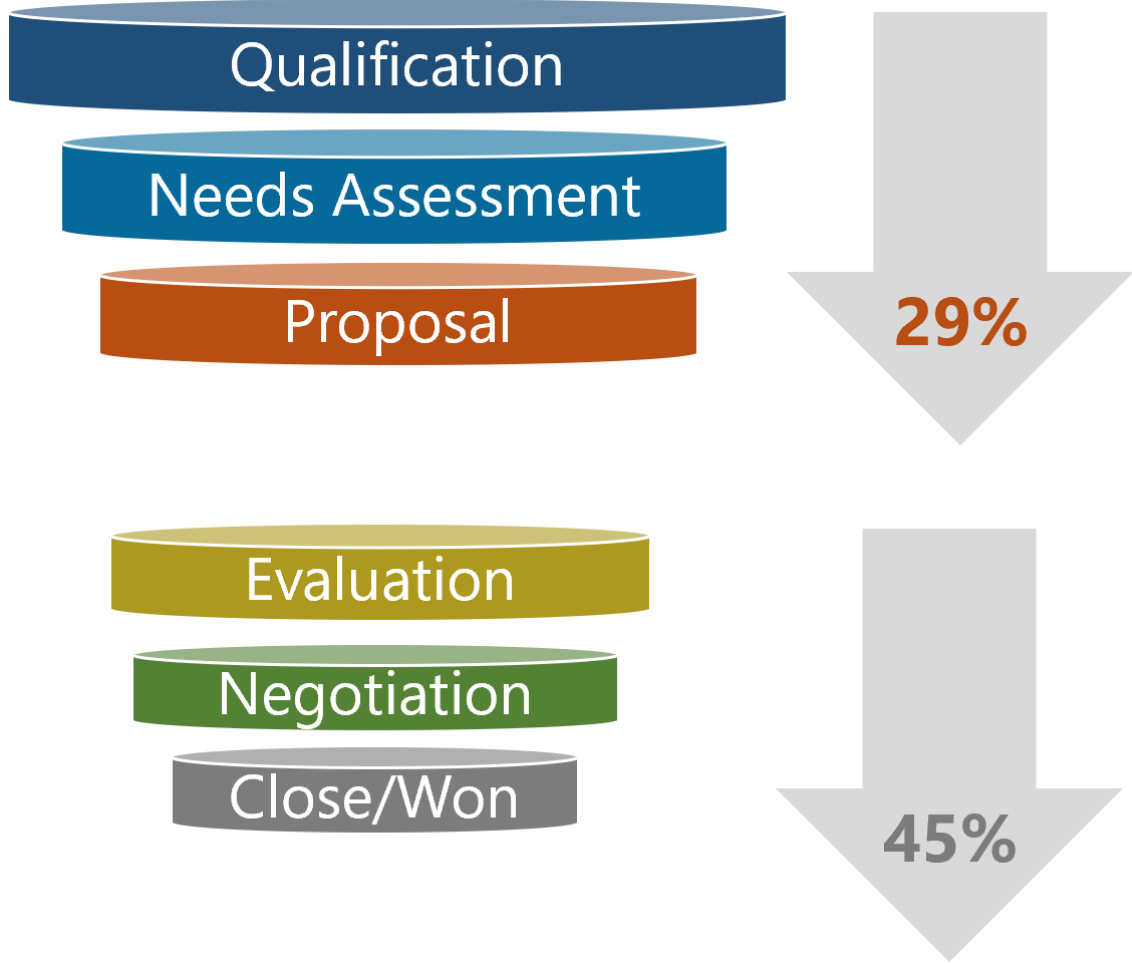
MARKETING-SOURCED OPPORTUNITY CONVERSION RATES

This metric is the average conversion rate (flow) of marketing-sourced opportunities as they move through a standard sales process.

If 100 opportunities start in the first stage, 47 move to the second stage. Of the 47 that made it to the second stage, 61% of those move to the third stage. In all, 13 out of 100 or **13%** of marketing-sourced opportunities close in revenue.



Marketing Metric



MARKETING-SOURCED OPPORTUNITY TOP AND BOTTOM OF FUNNEL RATES

When assessing overall funnel performance, splitting the sales process into top and bottom provides marketers the insights they need to improve early-stage conversions.

The average conversion from Qualification to Proposal is 29%. From Proposal to Closed/won, the conversion rate is 45%.

Marketing Metric



> MARKETING LEAD TO OPPORTUNITY CLOSED/WON CONVERSION RATES

When combining the conversion rate of Inquiry to Converted lead and the conversion rate of Qualification to Closes/Won, the total marketing-sourced conversion rate is .3%.

For every 1000 leads that start as an Inquiry, a total of 3 generate revenue.

➤ OPPORTUNITY CONVERSION RATES

This metric is the average conversion rate (flow) of opportunities as they move through a standard sales process. The sources of the opportunities include both marketing and sales generated.

If 100 opportunities start in the first stage, 72 move to the second stage. Of the 72 that make it to the second stage, 78% of those move to the third stage. In all, 27 out of 100 or **27%** of opportunities close in revenue.

Sales Metric



Sales Metric



➤ OPPORTUNITY TOP AND BOTTOM OF FUNNEL RATES

When assessing overall funnel performance, splitting the sales process into top and bottom provides sellers the insights they need to improve early-stage conversions.

The average conversion for both marketing and sales sourced opportunities from Qualification to Proposal is 56%. From Proposal to Closed/won, the conversion rate is 48%.

Benchmark Set

SALES BEHAVIORS

Sales behavior metrics are defined as those actions sellers take in the CRM system that directly reflect both the adoption of a sales process and the impact that buyer actions have on the overall quality of an opportunity. These core metrics are useful to determine where a sales process is breaking down and where sellers are not aligned to a buyer's journey.

Sales Metric

41%

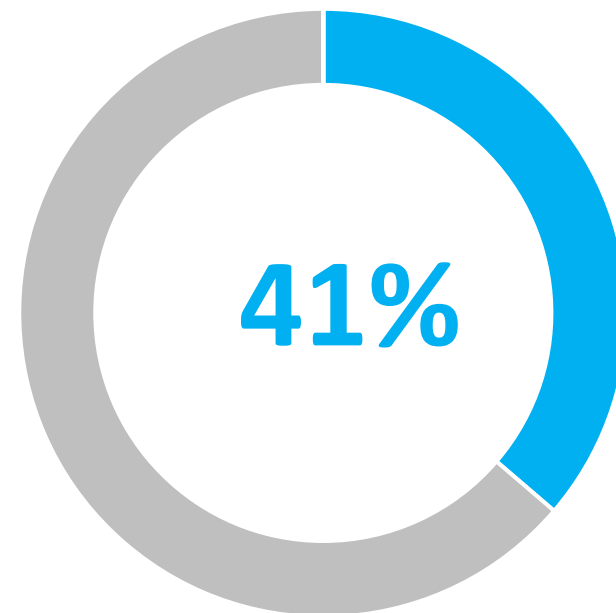
Average for all opportunities that do not (but should) start in the first stage of a sales process.

Sales Metric

29%

Average of all opportunities in the Propose to Negotiate stages that have had values change +/- 20%.

Sales Metric



> OPPORTUNITY ENTRY RATE

The overall average for opportunities that enter a sales process not in the first stage (but should) is **41%**.

This data is useful for sales to determine the adoption of a sales process and the potential impact that a 'shadow' pipeline has on overall pipeline valuation.

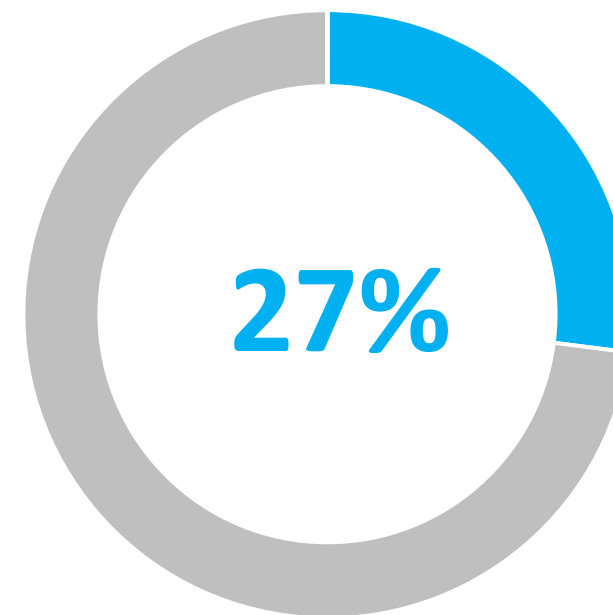
The behavior impacts several important overall metrics including cycle time, pipeline value and conversion rates.

➤ OPPORTUNITY FLOW RATE

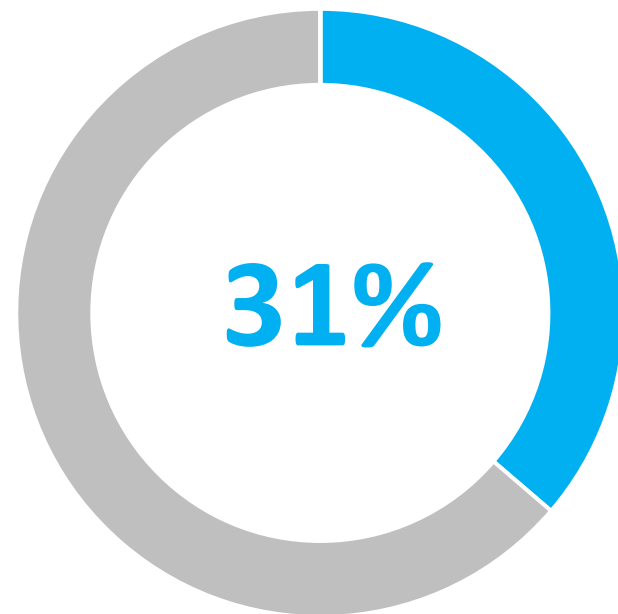
The overall average for opportunities that skip forward by at least one stage or move backwards in a sales process is **27%**.

This metric is important for measuring sales process adoption and the potential impact that buyer's have on a sales process.

This behavior impacts several important metrics: stage valuation, cycle times and forecast accuracy.



Sales Metric



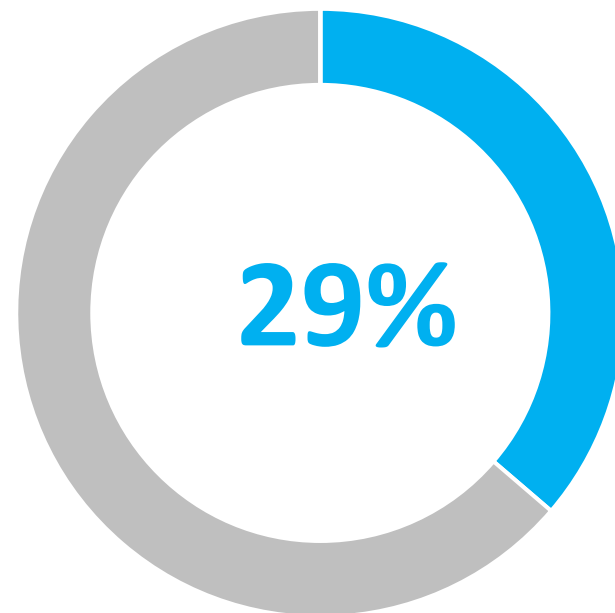
> OPPORTUNITY CLOSE DATE

For opportunities that have had their close date changed more than 3 times in the Proposal to Negotiation stages, the average is **31%**.

This behavior is typically called 'deal pushing'. It greatly impacts the accuracy of a forecast and the overall predictability of revenue.

When tracked in the early stages of a sales process (Qualification to Proposal), the metric greatly impacts cycle times and overall pipeline stage conversion rates.

Sales Metric



> OPPORTUNITY VALUE RATE

The average of all opportunities in the Propose to Negotiate stages that have had values change +/- 20%.

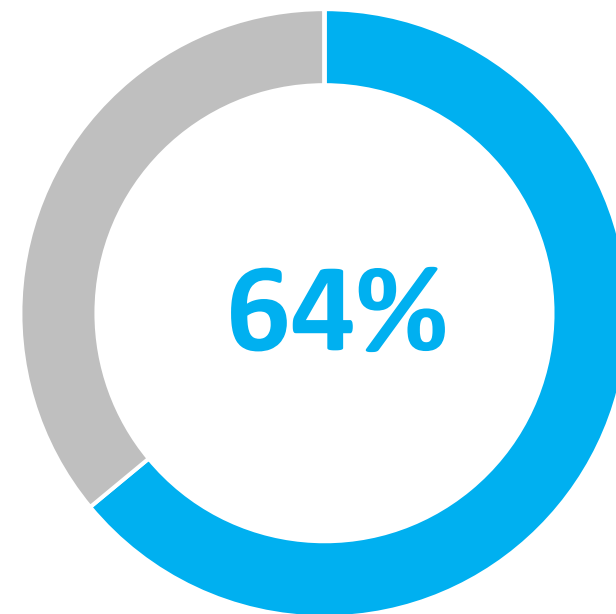
Commonly known as 'sand bagging', this behavior greatly impacts forecast accuracy, pipeline valuation and opportunity margins.

➤ STAGNANT OPPORTUNITY

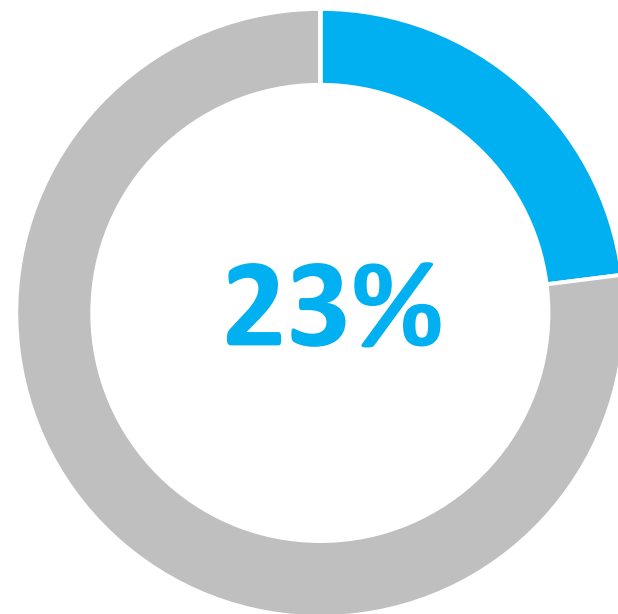
The overall average for opportunities that have had no key activity logged in the past 30 days is **64%**.

Activity entry is one of the most common behaviors found in any sales process. A key behavior is a completed meeting, phone call or any direct activity where a buyer has interacted with seller. Placing phone calls and sending emails is not considered a key activity.

This behavior impacts several important metrics: cycle times, stage valuation and conversion rates.



Sales Metric



> EXPIRED CLOSE DATE

For opportunities that have close dates that are either currently expired (current date past the logged close date) or were once expired but now active is **23%**.

This behavior greatly impacts cycle times, pipeline valuation, conversion rates and sales process adoption.

SUMMARY

Benchmark data is the first step to identifying strengths and gaps in the quality of your existing sales data set, overall adoption of your sales process and the level of rigor your team has in using your CRM system.

In order to develop a course of action to correct possible gaps, it is recommended that you perform a benchmark against your current and historical sales data.

At Quick Start Strategies, we leverage an application called **REVENUE-*now*** to perform our benchmark analysis. **REVENUE-*now*** was developed by Quick Start Strategies to leverage the custom metrics, algorithms and framework created during our many consulting engagements.

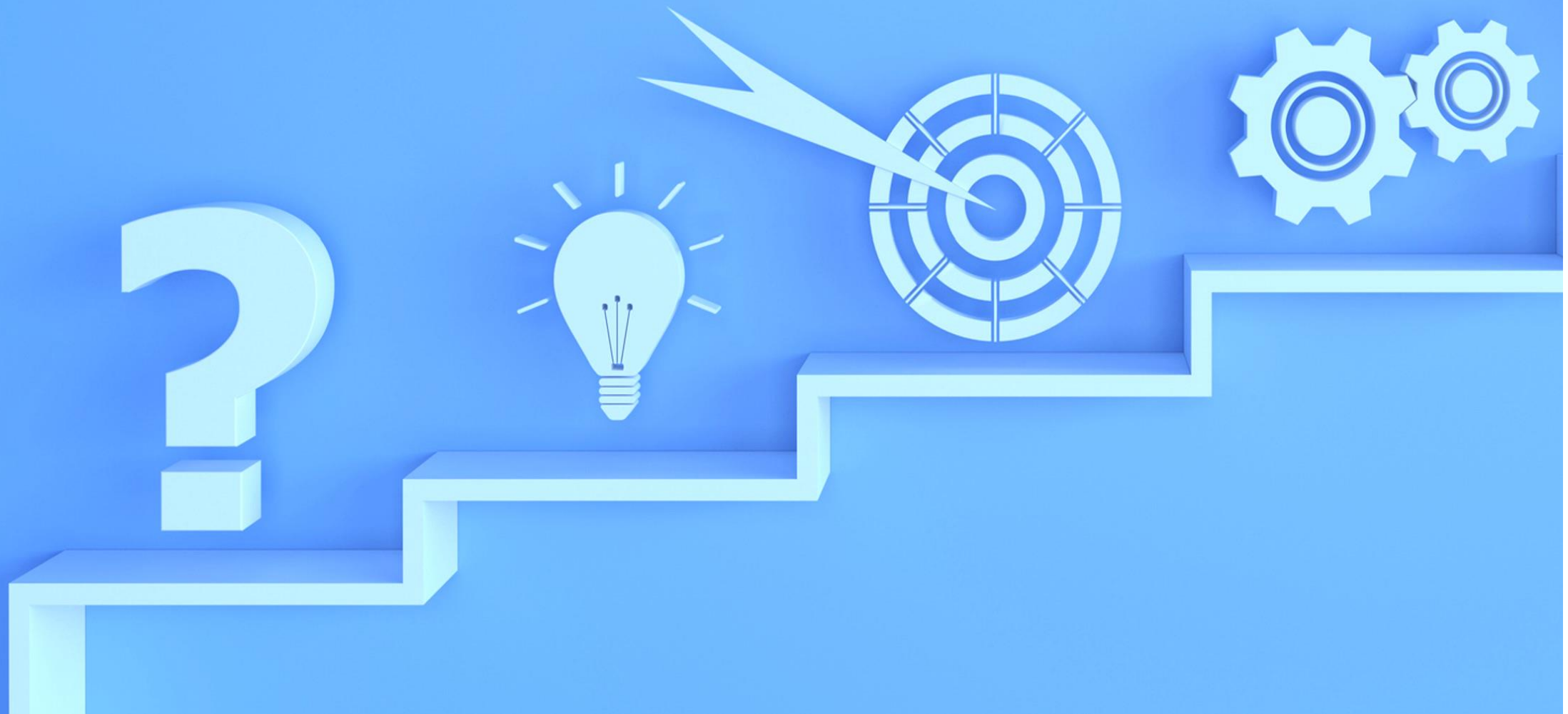
Get your complimentary benchmark.

Here is how it works:

1. You supply us with data from your CRM application.
2. We use **REVENUE-*now*** to perform the benchmark.
3. We meet with you to review the results of your benchmark.

Contact us for your
benchmark.

Revenue Decision Intelligence Benchmark Metrics



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