



The Sales Accelerator - Lesson 1 - Know Your Numbers

An introduction to understanding key sales metrics and data to drive revenue growth.



#1: Sales Targets (\$) By Product



Overall Sales Target

The cumulative sales target for the entire product portfolio.



Product A Sales Target

The individual sales target for Product A, the company's flagship offering.



Product B Sales Target

The individual sales target for Product B, a rapidly growing product line.



Product C Sales Target

The individual sales target for Product C, a niche but profitable product.

These sales targets provide a clear roadmap for the sales team to focus their efforts and maximize the company's revenue potential.



#2: Average Deal Size

$$\text{Average Deal Size} = \frac{\text{Sum of Deals in Period}}{\text{Number of Deals}}$$

Average deal size formula

Suppose you've made five deals last month, each valued at \$5,000, \$5,500, \$6,500, \$4,700, and \$5,200, respectively. In that case, your average deal size is:

$$\text{ADS} = (\$5,000 + \$5,500 + \$6,500 + \$4,700 + \$5,200) / 5 = \$5,380$$



#3: Sales Cycle Length

● Initial Contact

First point of contact with the potential customer

● Proposal Presentation

Pitch the tailored solution to the customer

● Customer Onboarding

Implement the solution and integrate it with the customer's workflows

● Needs Assessment

Understand the customer's specific requirements and challenges

● Contract Negotiation

Finalize the terms and conditions of the agreement

● Referral / Upsell / Cross Sell

Capture referrals, cross sell and upsell



Lead to Sales Conversion Ratio



Define Lead

A lead is a potential customer who has expressed interest in your product or service, typically by providing their contact information through a form, inquiry, or other means of engagement.

Define Sales Conversion

Sales conversion refers to the process of converting a lead into an actual paying customer. This involves nurturing the lead, addressing their needs, and ultimately securing a sale.

Calculate Lead to Sales Conversion Ratio

The lead to sales conversion ratio is the percentage of leads that ultimately convert into sales. This metric helps businesses understand the effectiveness of their sales and marketing efforts, and identify areas for improvement.

Analyze and Optimize

Regularly tracking and analyzing the lead to sales conversion ratio can help businesses identify bottlenecks in the sales process, optimize their marketing strategies, and improve the overall sales performance.



QUIZ TIME!!!!
TIME!!!!