Video script – Drew Clarke

As a leader of a sales organization, I'm not too dissimilar to other companies of looking in that sales productivity. And sales productivity falls along a natural bell curve. That bell curve, you'll have 20% of your reps will deliver 60% of your revenues. If you can move that bell curve up and you can get more of your reps hitting quota and achieving that, the overall performance will improve.

When I look at my sales rep and sales team's productivity, there are a number of key questions that I want to have answered, and I want to have that information available to me. When I look at it, I want to say understand my reps against their quota, their pipeline. Do they have enough coverage? Are they actually getting their deals quickly and effectively through the sales process? In all cases, these questions that I look at, I want the information readily available in a quick, timely manner. I don't have time to wait a week, two weeks for individuals to pull lots of information together and get it to me to be able to execute and manage.

Effective sales analytics is going beyond the traditional static reports of what is and what is going on with the current quarter or even the first half or the year attainment. To really go beyond that, you need to look at this over time and looking at the trending. And that trend gives you the indicators of how effective your sales organization is looking at. So I look at that trend by rep, by territory, by segmentation, and class of accounts, and knowing that over time really helps drive and really is a hallmark of a good sales analytics application.

Sales analytics and to be really effective at driving the performance of your sales organization go beyond the sales teams in that we do have to and we must work with other organizations. And a good analytics platform allows you to be able to focus, bridge those organizations. So when you have marketing and sales working together and you actually get a high-value, high-profile lead, being able to get that to the right resource quickly in a timely manner and to be able to accelerate that through the process does require the information being available to multiple levels of management, from the rep, to his first-line manager, to the sales executives and the marketing executives, as well as the finance to be able to bring it all the way forward and bring it in. A good tool allows you to do that without debate around the efficacy and the accuracy of that data.