

INSPECT WHAT YOU EXPECT!



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INSPECT WHAT YOU EXPECT!

FOR SENIOR EXECUTIVES OPERATING IN COMPLEX SALES ENVIRONMENTS

INTRODUCTION:

Profit from sales has been, is now and always will be the ultimate success factor for business, regardless of size. Issues involving generating revenue have never been more important and yet, c-level executives regularly *assume* that sales revenue forecasts provided to them about the prospect of near term revenue are solid enough to... bet their company on? Failure to *Inspect What You Expect!* is a very risky strategy.

GARBAGE IN – GARBAGE OUT!

Here's an 'expectation' for you: Most CRM-generated sales forecasts on the market today misrepresent the actual value of near term revenue. CRM software is a great tool for managing sales activity and more. Unfortunately the 'opportunity managers' built into the software (and used for forecasting near term revenue) can only be described as '*better than nothing*'. It is imperative to recognize that forecasts created in these CRM Opportunity Managers are based on a 'percent of confidence' factor that is applied to every opportunity in the sales pipeline as to the odds it will turn into revenue. For example; a \$50,000 opportunity with an applied 50% confidence factor is 'forecasted' to produce \$25,000 in near term revenue! LET'S GET REAL – revenue generation in a complex sales environment simply can't be founded on this ambiguous methodology. All identified sales opportunities in the pipeline are either won, lost, parked or relegated to no decision. **Nowhere** in this process is the potential revenue value less than one hundred percent. You will WIN \$50,000 or you will not WIN \$50,000!

CHANGING THE CONVERSATION

In complex sales environments **subjective opinion** is the dialogue that drives decisions concerning sales pipeline opportunities and forecasts. Instead, the dialogue should be based on learned behaviors and best practices provided by the organization's sales training partner. This will effectively change the conversation about sales opportunities to more clear-cut decisions relative to the next steps to: 1) win a greater percentage of opportunities in the pipeline, 2) produce more accurate forecasts of near term revenue and more.

ACCESS TO VITAL INFORMATION

You can't analyze what you don't or can't measure. A recent survey of business executives published in a study by IBM's Institute for Business Value reveals the following:

- *One in two business leaders say they don't have access to the information in their organization they need for their job."*
- *The survey also showed that eight out of ten business leaders make major decisions with missing or untrusted information.*
- *Outperformers recognize and pursue the value from information much more than on-par and underperformers.*

SUSTAINING GOAL ACHIEVEMENT

- If a strategy to sustain sales revenue results is to be successful, it must originate top down by the leadership of executive management and only then be deployed throughout the sales organization.
- High growth and goal attainment is a direct result of revenue being generated from new business development activity, in addition to growing revenue from the existing client base.
- A sales revenue model and methodology for sustaining sales revenue results must be founded on analytics, integrated with sales process and enabled by technology – and in that order.

FINAL THOUGHTS

The total value of an organization's sales pipeline of identified sales opportunities represents important evidence where they are relative to their near and long-term revenue goals.

If you don't take control of your sales pipeline and forecasting methods you will find improving your win rate to be a difficult exercise. Moreover, predicting near term revenue with any degree of accuracy will be a total waste of your time and effort.

The sales training company you use is a key partner to support integrating defined sales process stages and steps into the revenue generation model along with contributing to the production of workflow maps, sales maps and more.

**AUTHOR:**

Howard Highsmith, CMC is Chairman of the B2B Institute, an organization dedicated to helping small to medium business executives achieve their revenue goal. Howard is the Author of the book Silver Bullet and creator of Revenue Mapping[®], a predictive system for managing all aspects of an organizations' new business development process. He is an active member of the Institute of Management Consultants USA.



The Road To Revenue Goal Attainment STARTS HERE!

Who We Are

The B2B Institute is organized to serve leaders of small to medium size businesses that are *committed* to do the things necessary to optimize and grow their revenue.

We are focused on identifying the right combination of people, tools and methods necessary for our members' to achieve their revenue goals.

Our endgame is to earn the reputation as the 'go-to-source' for principals of SMB* organizations. Some services will be provided at no cost while others will have modest fees. All are dedicated to Revenue Generation & Growth for SMB organizations.

* SMB — Small to Medium Business

What We Do

We are constantly looking for best practice solutions that will help our members optimize and achieve their revenue goals. Our services are available on two levels (I & II):

Level I Members:

- Free Download of Revenue Mapping[®], a comprehensive system for managing all aspects of a sales pipeline and accurately forecasting near term revenue from new business development activity (a \$1,250 value).
 - Executive Only Webinar to review how to manage the revenue generation strategy (once each month).
 - Individual Sales Training to use the pipeline system (conducted once each month).
- Free Assessment Tools to be used in recruiting and managing sales personnel (limit 3, a \$300+ value).
- Access to host of webinars (schedule published monthly) that cover a wide range of subjects that are germane to technology resellers. For example; a webinar on How To Create and Present Winning Proposals (value: you are the judge).
- In late Q1, 2010 we plan to announce the National Database of Information & Data (NDID). Level I & II CHARTER members (only) will be given free access to NDID for a period through 6/30/2011 (a \$250+/yr. value).

What We Do - continued

Executive Coaching regarding operations, accounting and sales productivity are available on a monthly fee to Level I & II members.

Level II Members:

Level II members will receive all services offered to Level I members plus their choice of two plans that involve Public Relations activity by the reseller member. Essentially, we will act as a clearing house to create media lists, build relationships with key journalists and manage news, articles and more to your choice of a local, regional, US/Canada and global marketplace.

What Makes Us Different

The Road To Revenue Goal Attainment **DEFINITELY** **STARTS HERE!**

Check out our Level I & II services and you will see we have a single purpose; consistent revenue goal attainment by every one of our members. So, every strategy, every tool, every method and every major service offered is focused on creating and supporting this endeavor.

We offer this thought regarding revenue goal attainment: 1) integrity is a core belief, 2) keep your eye on the ball and 3) apply an unrelenting attention to your process of generating near term revenue.

The Business Case

As a Level I member - if your gross margin rate is 25%, you will need to increase your sales less than \$2,000 for the entire year to cover your annual membership fee!

Come Join Us!



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