

Carnegie Mellon University

Foundations of Sales Development

[ebs](#)/growth

Strategy | Plan | Execution

**“A goal is a
DREAM with a
DEADLINE.”**

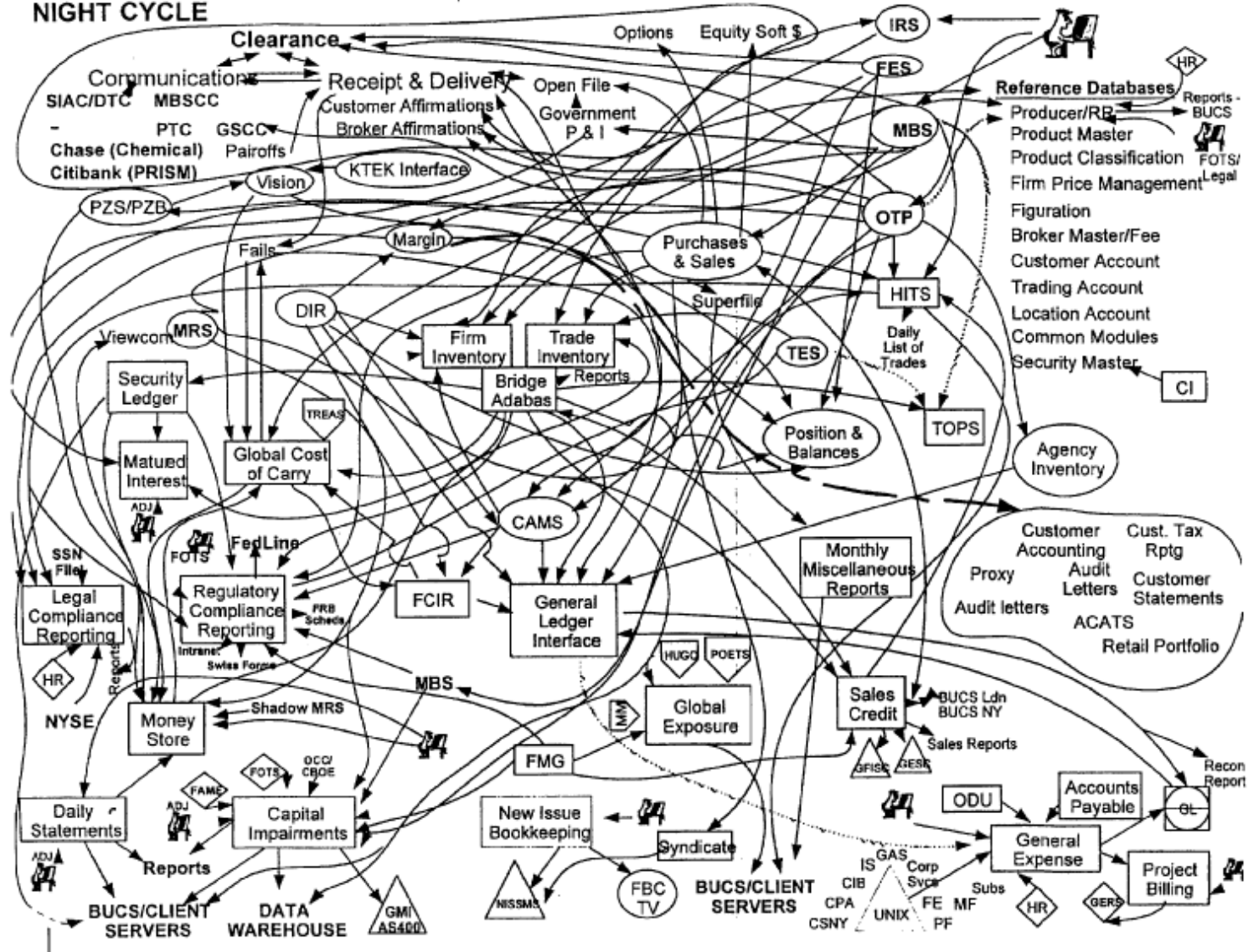
—Napoleon Hill





UNICORN STARTUP

NIGHT CYCLE

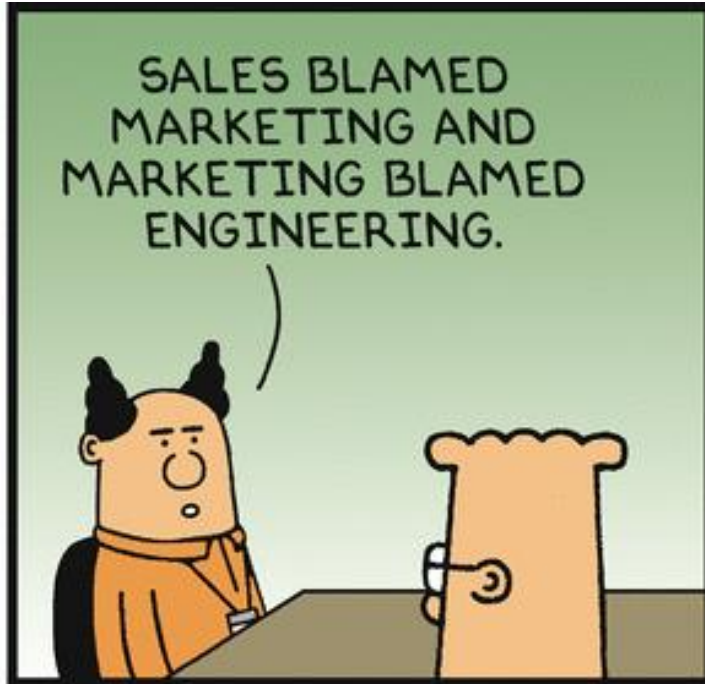


Make It Work
ACTION!





Dilbert.com @ScottAdamsSays



10-15-16 © 2016 Scott Adams, Inc. /Dist. by Universal Uclick







SMARTETING



Science:

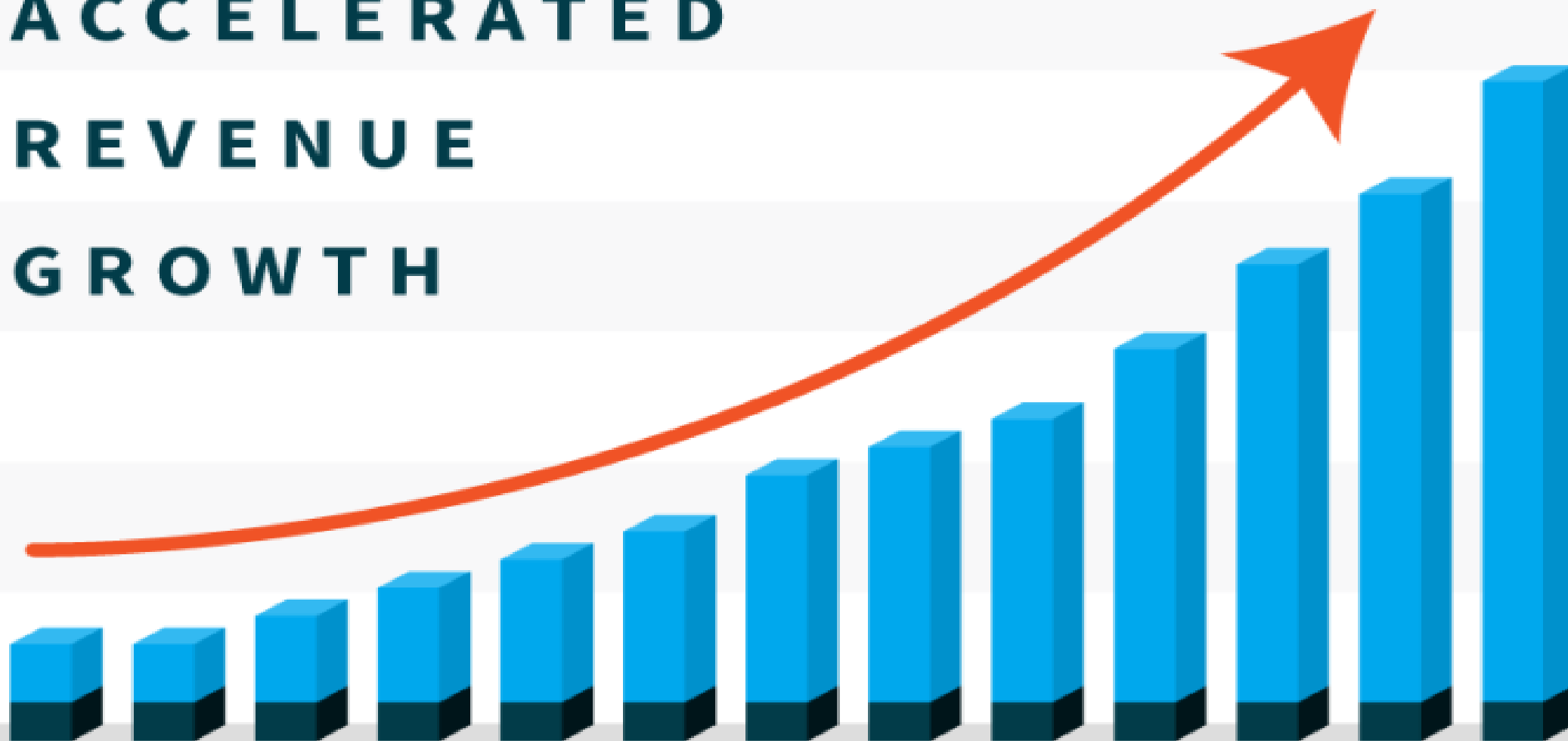
the careful study of the structure and behavior of the physical world, especially by watching, measuring, and doing experiments, and the development of theories to describe the results of these activities

*Cambridge Dictionary



Desired Outcome is a Transformative Concept

A C C E L E R A T E D
R E V E N U E
G R O W T H





The diagram illustrates the LTV formula. On the left is a yellow box with 'LTV'. This is followed by an equals sign, then a pink circle with 'A' and a dollar sign icon, an 'x', a purple circle with 'T' and a hash icon, another 'x', and a teal circle with 'R' and a clock icon. Below each part is a text label: 'Lifetime Value', 'Average Value of Sale', 'Number of Transactions', and 'Retention Time Period'.

$$\text{LTV} = A \times T \times R$$

Lifetime Value = Average Value of Sale x Number of Transactions x Retention Time Period



The diagram illustrates the CLV formula. On the left is a teal box with 'CLV'. This is followed by an equals sign, then a yellow box with 'LTV', an 'x', and a teal circle with 'M' and a pie chart icon. Below each part is a text label: 'Customer Lifetime Value', 'Lifetime Value', and 'Profit Margin'.

$$\text{CLV} = \text{LTV} \times M$$

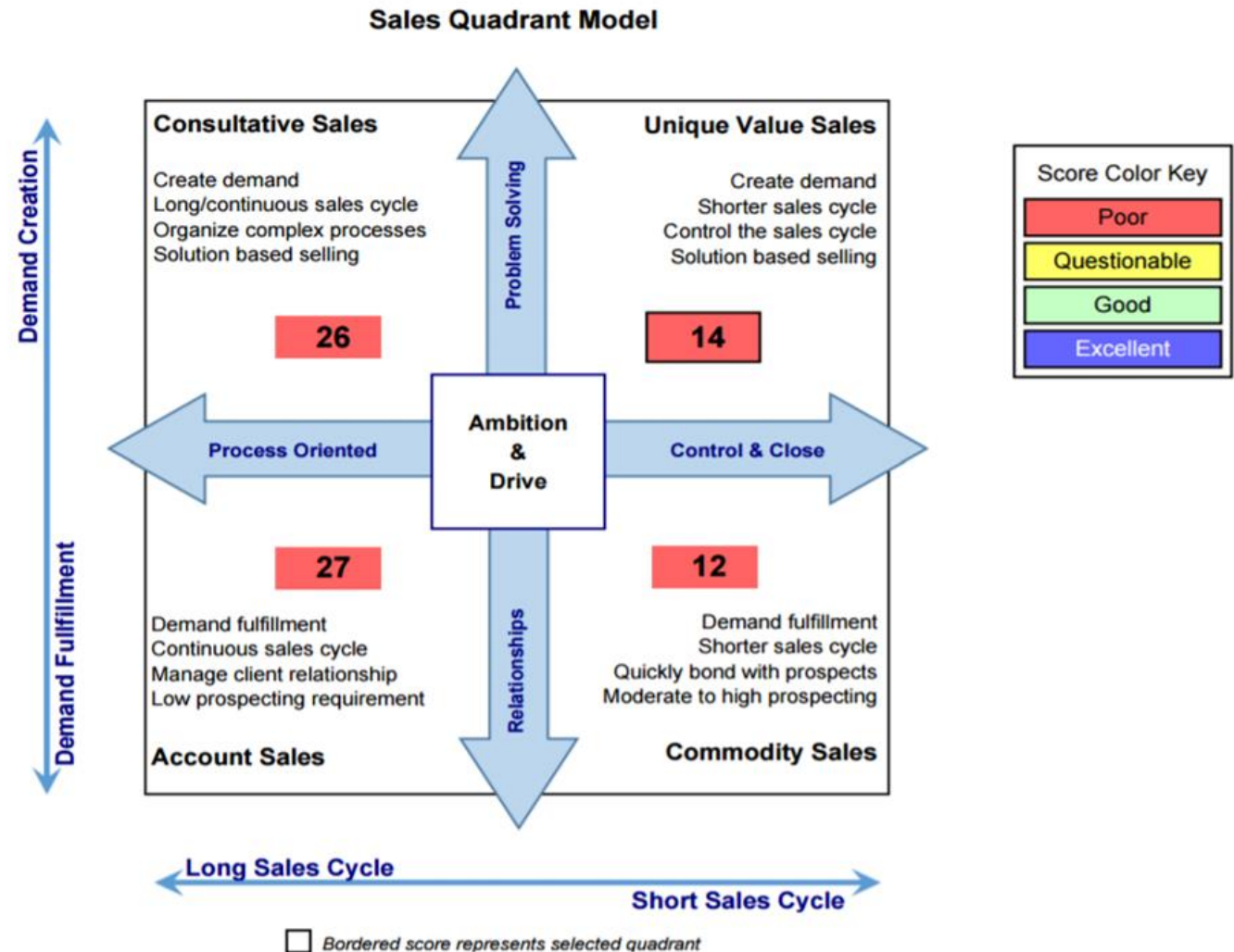
Customer Lifetime Value = Lifetime Value x Profit Margin

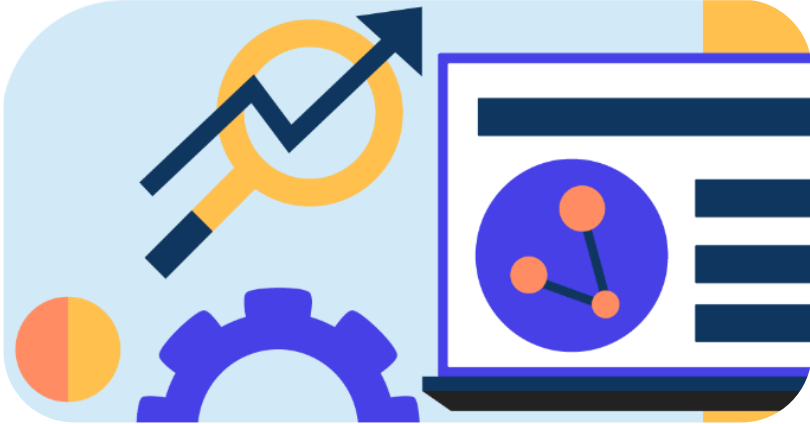
Customer Acquisition Cost Formula

$$\frac{\text{Sales \& Marketing Cost}}{\text{\# Of New Customers}} = \text{Customer Acquisition Cost}$$

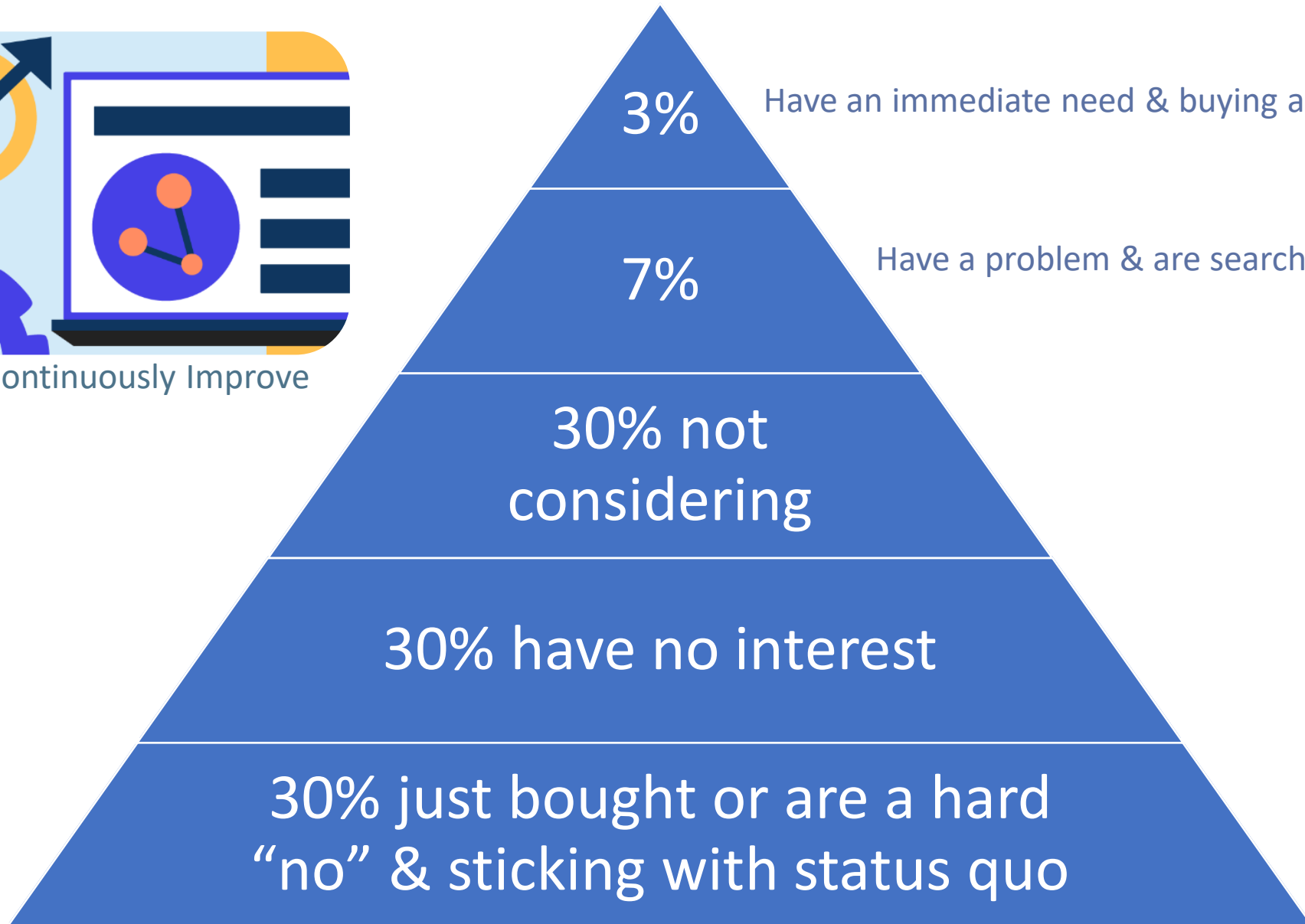
Select the appropriate assessment

Sample Salesperson	
Job Name	Score
BDR/SDR	92
Unique Value Sales	87
Commodity Sales	85
Tele-Sales	78
Customer Service Manager	76
Customer Service/Sales Representative	74
Recruiter/Sales	73
Inside Sales	71
Consultative Sales	71
Account Sales	69
Sales Manager	67
Vice President - Sales	63
Sales Analyst	63
Customer Service	57
Customer Service Representative	57
Sales Engineer	55
Call Center Manager	51
Recruiter	48
Account Manager	43
Sales Assistant	43

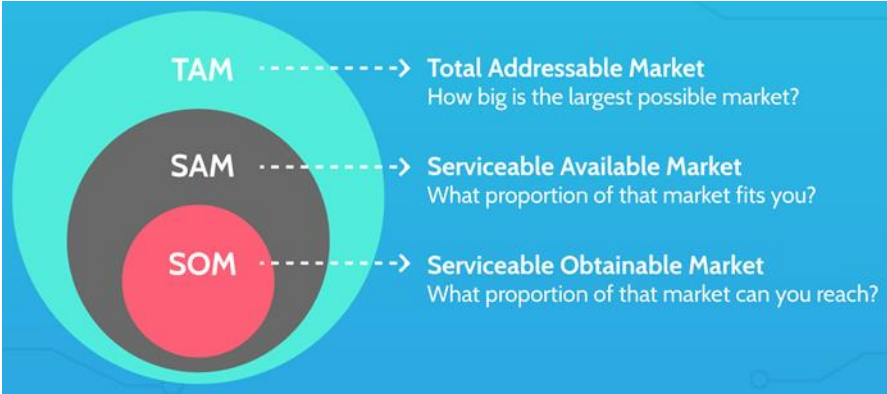




Benchmark & Continuously Improve



4 M's of Sales Revenue



HubSpot



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DO IT IN REAL-TIME!

LIVE COLD CALLS POWERED BY BALTO

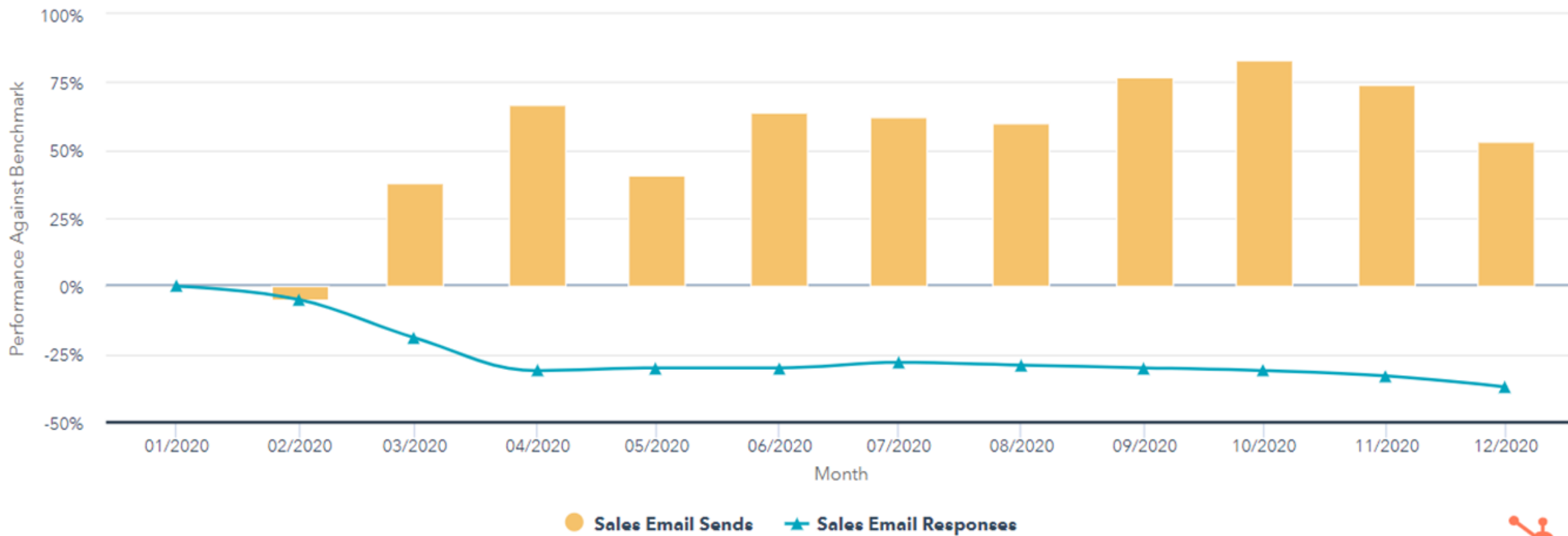


WATCH FOR
A CHANCE TO GET



DEC 17
2-4PM CT

Total Sales Emails Sent and Response Rate



Fuel Your Sales

ICP, Companies & Titles

Unqualified Leads

SQL (First Meeting Booked)

SQL (Kept)

**Opportunity
MGMT**

Closed Won

ebs/growth		Required # of Activities for # of Sales per mo	Internal Cost Incurred to Generate # of Sales	Potential value generated per # of activities per event (Your ACV/LVC)	Value P.M.
Steps	Ratios				
				\$ 100,000.00	60%
Outreach	100.00%	11433	\$ 8.83	\$ 8.75	\$ 5.25
Engagement (Conversation/email reply)	2.50%	286	\$ 353.33	\$ 349.86	\$ 209.92
MQL (booked 1st time meeting)	7.00%	20	\$ 5,047.62	\$ 4,998.00	\$ 2,998.80
SQL (kept 1st time meeting)	70.00%	14	\$ 7,210.88	\$ 7,140.00	\$ 4,284.00
Pipeline	10.20%	10	\$ 10,301.26	\$ 10,200.00	\$ 6,120.00
Closed/won	40.00%	1	\$ 100,992.78	\$ 100,000.00	\$ 60,000.00
Retention	95.00%				

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Steps	Ratios				
				\$ 30,000.00	60%
Outreach	100.00%	1112	\$ 8.83	\$ 26.99	\$ 16.19
Engagement (Conversation/email reply)	9.00%	100	\$ 98.15	\$ 299.88	\$ 179.93
MQL (booked 1st time meeting)	12.00%	12	\$ 817.90	\$ 2,499.00	\$ 1,499.40
SQL (kept 1st time meeting)	70.00%	8	\$ 1,168.43	\$ 3,570.00	\$ 2,142.00
Pipeline	17.00%	6	\$ 1,669.19	\$ 5,100.00	\$ 3,060.00
Closed/won	40.00%	1	\$ 9,818.74	\$ 30,000.00	\$ 18,000.00
Retention	95.00%				



[ebs/growth](https://www.ebs.com/growth)

ebs/growth

List Development & Data Strategy

- Bucket 1 – New Data
- Bucket 2 – Validated/No Reply
- Bucket 3 – Replied/Know Preferred Channel
- Bucket 4 – Meeting Booked
- Bucket 5 – Strategic Account Management of Customers
- Bucket 0 – Bad Data/Append/Replenish



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ebs/growth

Required # of
Activities for #
of Sales per
mo

Steps

Ratios

Outreach

100.00%

1112

Engagement (Conversation/email reply)

9.00%

100

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SQL (kept 1st time meeting)

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Pipeline

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6

Closed/won

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1

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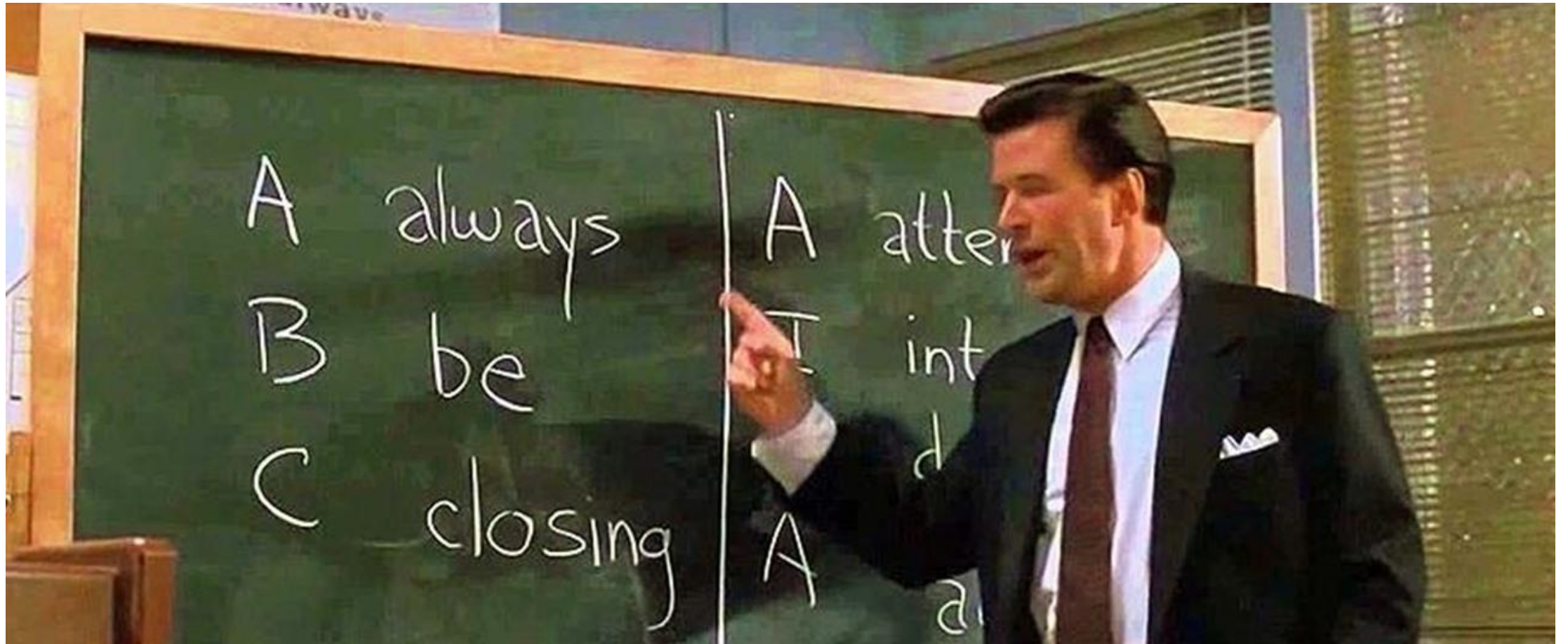
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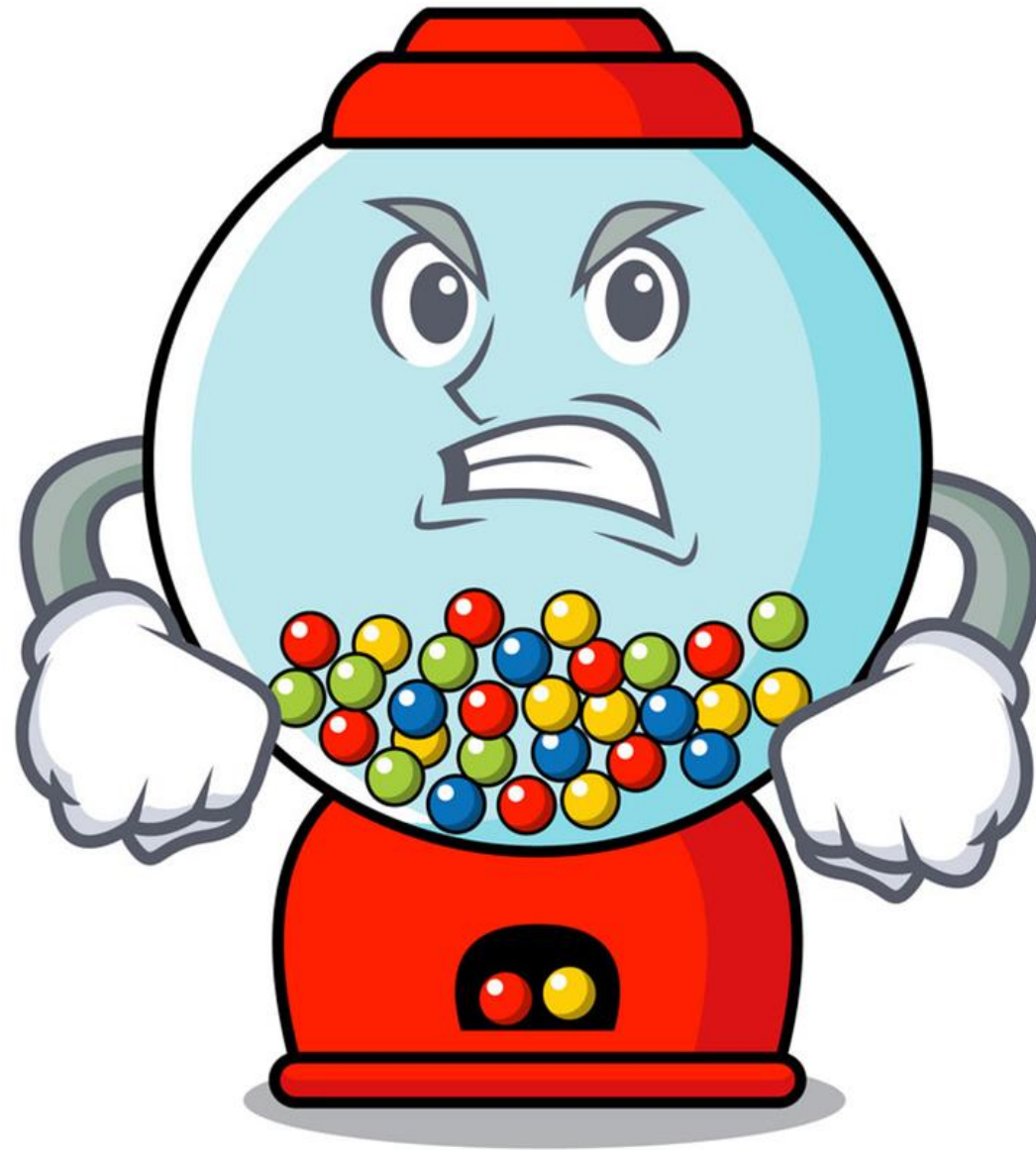


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Deliver value or go away



[ebs/growth](https://www.ebs.com/growth)

4-steps



Build Trust



Pattern Interrupt



Curiosity
Statement



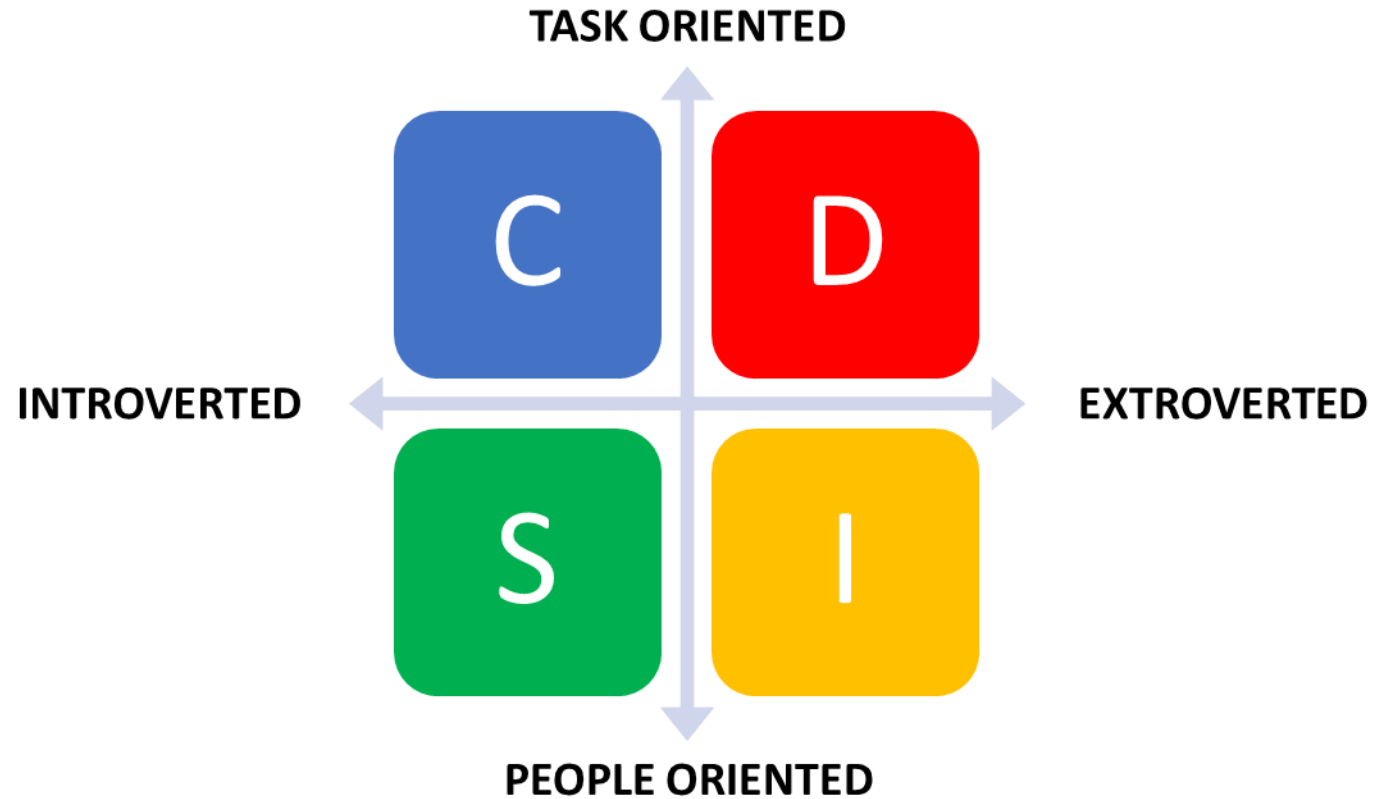
Call to Action

Building Trust



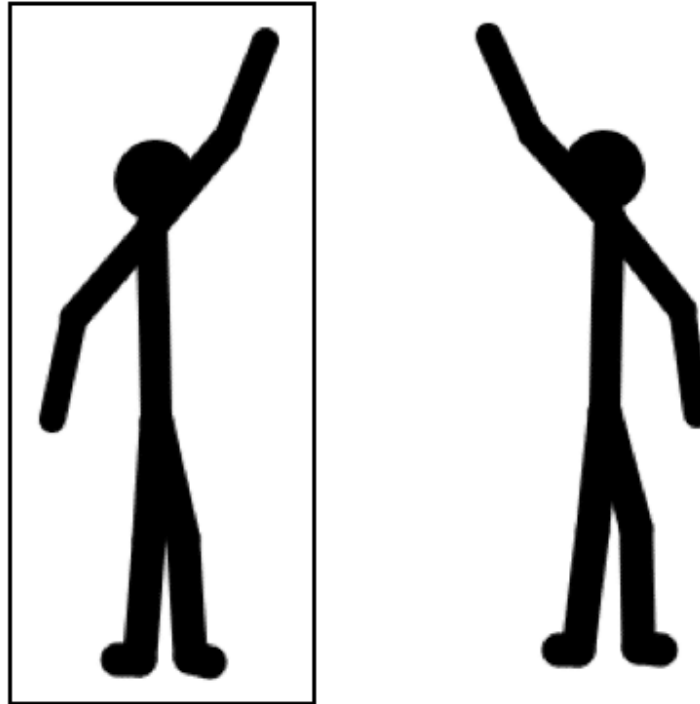
Behavioral Styles:

- Dominant
- Influencer
- Steady Relator
- Compliant



Rapport

Mirroring





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**SALES PROSPECT SAID TO CALL
BACK IN 6 MONTHS.**

**I GUESS YOU COULD SAY THINGS ARE
GETTING PRETTY SERIOUS.**

makeameme.org



Curiosity.
expands
opportunity

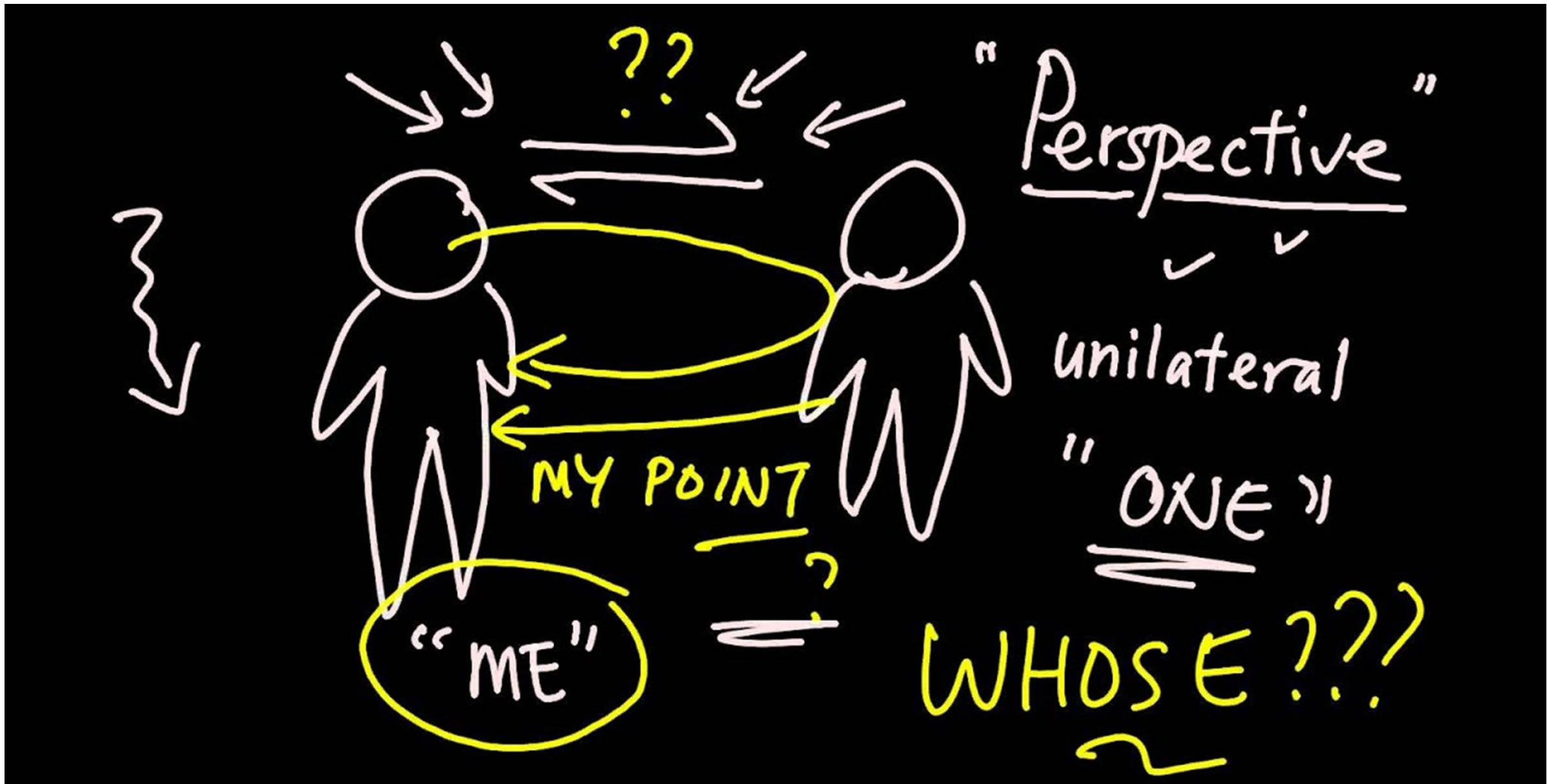


POKE!
POKE!
POKE!
POKE!
POKE!

POKE!

POKE!

POKE!





[ebs](https://www.ebs.com)/growth







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PROBLEM



SOLUTION

*Thank You
for leaving*



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Rev Ops & Sales Execution

Take Control | Gain Visibility | Dominate Your Market

ebs/growth

sales@ebsgrowth.com

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