Sales Effectiveness - Develop Strategic Insights, Performance Analytics, Segmentation Metrics

SOEE what's new...

Sales Effectiveness is one of the most significant areas of expertise for an organization to mature. Many definitions, opinions, and challenges influence what appears to be a simple concept. Understanding and aligning each interdependent function; Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) is the key to successful performance analytics, segmentation metrics, and strategic insights.

Sales Operations must develop and connect enabling technologies, process design, and data management to create a high degree of efficiency with data capture and data integrity.

Sales Enablement must align enterprise strategy and vision with business development, marketing, product innovation, and professional growth to produce efficient and effective client engagements.

Sales Effectiveness must create strategic segmentation, analytics, and performance measurements to improve the business model through tactical planning and market insights.

SOEE what's the solution...

Complete alignment of the entire SOEE model is a competitive differentiator. As competition creates go-to-market strategy with inaccurate and incomplete information, a business that is SOEE disciplined, will capitalize on well-defined data analytics. Visionary leadership, strong communication, and relentless execution create the most insightful Sales Effectiveness teams.
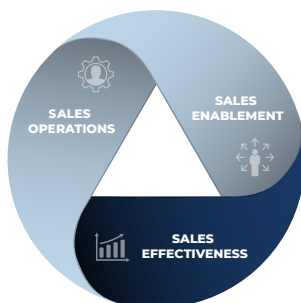
Sales Effectiveness – analysis and evaluation of sales performance, product adoption, client retention, and revenue capture. Provides analytical insights to Sales Operations and Sales Enablement to enhance strategy and tactical plan execution.

SEGMENTATION
- define data capture that impacts revenue growth
- evaluate and build segmentation technology models
- overlay additional internal and external data insights
- refine ongoing data management and process design

PERFORMANCE
- establish targets and clearly define incentive metrics
- leverage segmentation data to develop territory models
- maintain current and historical performance analytics
- evaluate, realign, and invest based on analytical insights

INSIGHTS
- design real-time dashboard analytics and reporting
- identify performance gaps through data interpretation
- develop sales to revenue recognition forecast models
- measure execution against key strategic initiatives

SOEE what's the value...

Sales Effectiveness provides critical insights to Sales Operations and Sales Enablement. The development of business intelligence, real-time dashboards, and strategic metrics create transparency to further refine tactical operations. Continual go-to-market transformation, based on data interpretation, is paramount to sales performance and profitable revenue growth.