

New Ventures BC Sales Metrics

Led by Peter de Verteuil



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New Ventures BC

Here to help BC tech startups.

- New Ventures BC Competition
- Distance Venture Accelerator Program
- Market Validation Training Program
- Tech Resiliency Program
- Sales Accelerator Pilot Program



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Upcoming Community Events

- Volition Pitch Mastermind Webinar | Dec. 15, 11:00 – 12:30pm
- SFU VentureLabs How Customer Retention and Churn Impact Growth and Valuation Webinar | Dec. 16, 11:00 – 12:00pm
- Accelerate Okanagan OKGN Angel Summit | Apply by Dec. 31



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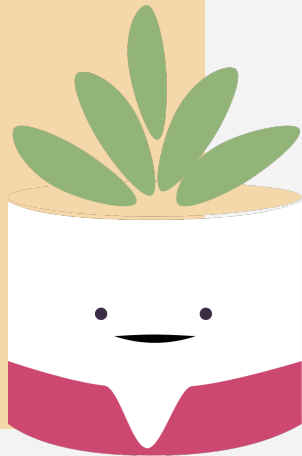
Agenda

- Why data & metrics are important
- Data sources for metrics
- What are some key metrics to be tracking
- Examples of how metrics can identify gaps
- Forecasting
- Other tips
- Q&A



Why Data & Metrics are important

- Numbers tell a story
- Can identify gaps in strategy, planning and execution
- Helps forecast and predict revenues
- Helps to establish benchmarks
- Measure performance
- Management tool for managing others



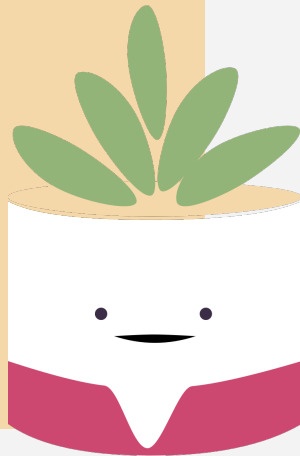
Data sources for metrics



- CRM systems
- Accounting Systems
- Marketing solutions
- BI, reporting & analytics tools
- Web Analytics
- Plans of Record
- Excel Spreadsheets/pivot tables

Marketing

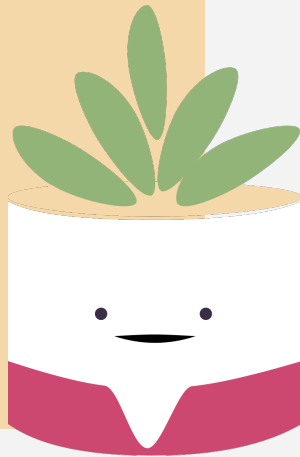
Key Metrics to Track



- Inbound vs Outbound marketing
- Depends a bit on media and methodology
- Key to know where leads & opportunities are coming from (Search – paid or organic, word-of-mouth, social, outbound, content, etc.)
- Leads, qualified leads, opportunities
- Freemium or Trial user signups (and conversions)
- Customer acquisition costs (by segment)

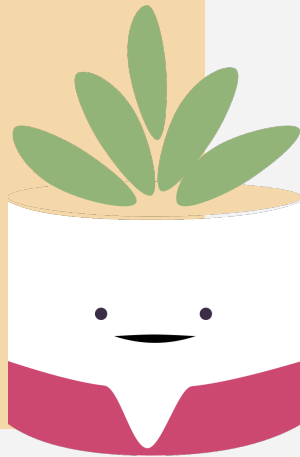
Sales

Key Metrics to Track



- What are your benchmarks?
- Average deal size (by segment)?
- Conversion ratio (opportunities to sales)
- Sales cycle (days, weeks, months)
- Targets
- Forecast (by quarter typically)
- Achievement against plan, YoY growth
- Trial or Free user conversion to paid
- Plan & forecast by segment where appropriate

Identifying Gaps



If you aren't hitting your objectives, the numbers can often guide you

- Do you have enough pipeline to hit targets?
- Are your lead generation strategies sufficient?
- Are you targeting the right customers?
- Is your value proposition compelling?
- Is there something wrong with your sales process?
 - Ex: Qualification - are you asking the right questions?
- Are deals stalling, and at what stage?
- Customer adoption, churn

Forecasting



Number of opportunities X average deal value x closing ratio

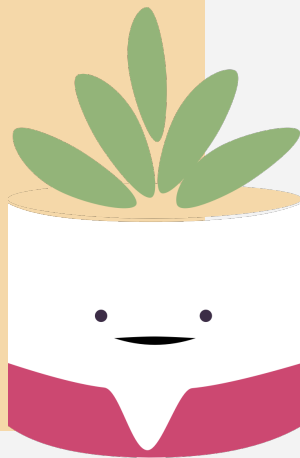
- 10 opportunities X \$5000 (\$50,000) X 30% = \$15,0000
- Also need to take sales cycle into consideration
- More accurate to use risk adjusted numbers by stage
- What is your forecast as % of plan?

Target /Ave. deal size/closing ratio = no. of opportunities required to hit target

- $\$50,000 / 5,000 (10) / .30 = 33$ opportunities required
- Need to take sales cycle into consideration
- Is your target achievable?

Where feasible break it down by segment

Some Additional Tips



Get comfortable & familiar with your numbers


- Law of small vs large numbers (datasets)
- Remove outliers when setting benchmarks, forecasts, etc.
- Forecast conservatively
- Keep in mind “reversion to the mean”
- Review and update your benchmarks at least annually
- Have annual and quarterly (even monthly) plans/targets
- Be careful of terminology (revenues, bookings, ACV, ARR, MRR, etc.)
- Excel is a powerful tool – get familiar with it – pivot tables too
- Building pipeline is often a bigger challenge than closing deals
- Case studies, referenceable customers
- Celebrate successes

**Thank you for
joining us!**



**New
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Contact Us

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