

Modern Sales Pros

Masterclass: Blueprint To Quota

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Our community is made up of the best revenue organizations around the globe.



MSP UNIVERSITY: GET YOUR PHD IN PIPEGEN

Apr 13 - 15 | 9 AM - 4 PM PST

RSVP TODAY!



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**Commission
smarter.**

Agenda

- What is the Blueprint to Quota?
- Building Your Blueprint
- Using the Blueprint to Build Habits
- Hit Quota: The Takeaways
- Q&A

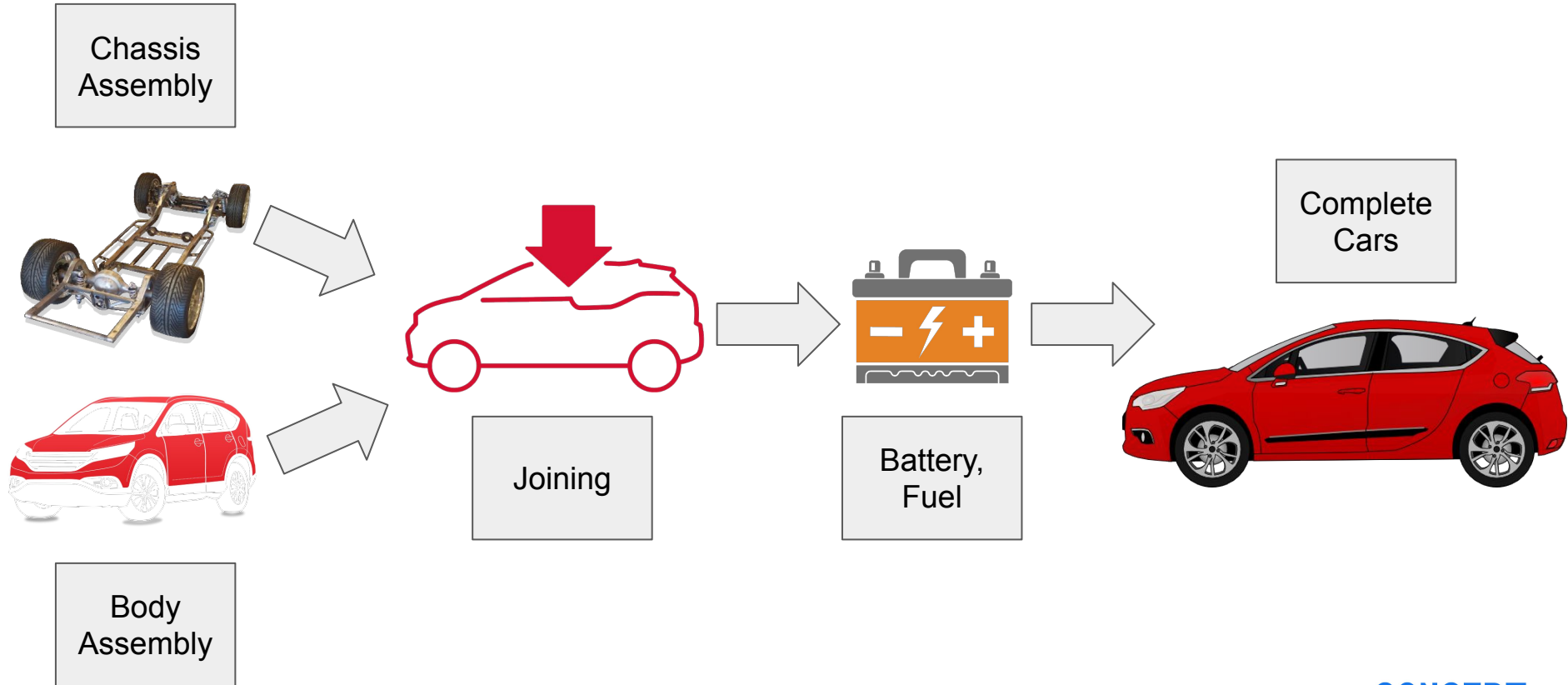
What is the Blueprint to Quota?

The Blueprint to Quota

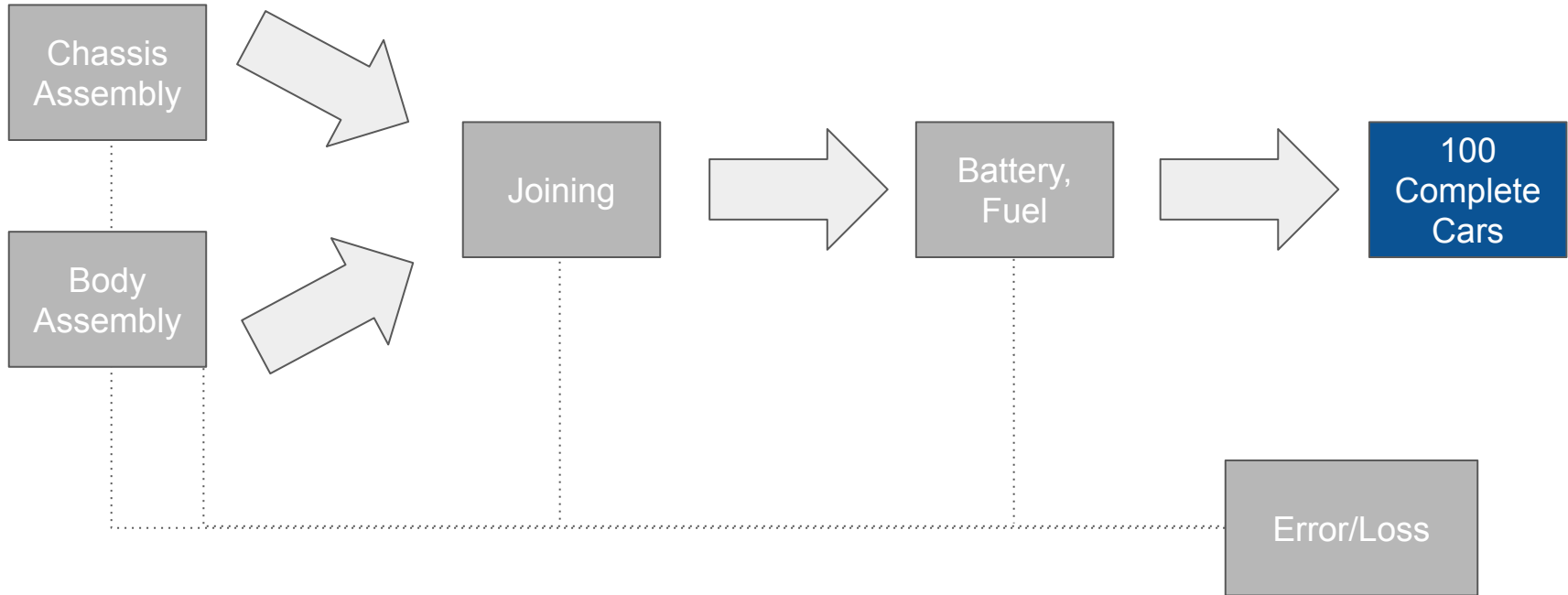
What your team needs to do, and when they need to do it to hit quota

Your Blueprint to Quota			CONCERT
During this time period	You need this many deals	At this stage or later	With a total pipeline value of
March 21 - April 15	59	MQL	\$1,233,833.00
April 15 - April 25	25	SQL	\$530,548.00
April 25 - May 12	14	SQO	\$297,107.00
May 12 - June 16	10	Demo	\$216,888.00
June 16 - June 30	<u>7</u>	<u>Proposal</u>	<u>\$164,835.00</u>
	6	Closed Won	\$150,000.00

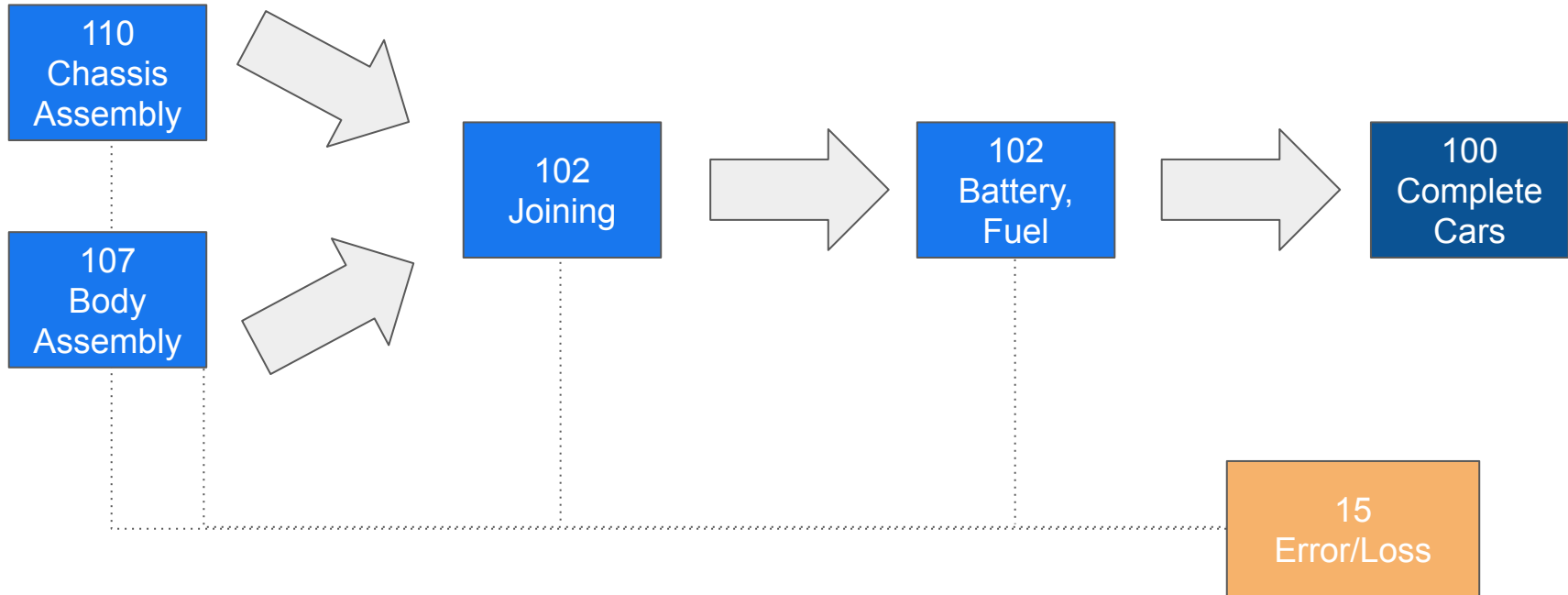
Imagine you're a car manufacturer



Your forecast says you need 100 cars



You would make sure you're doing the right things...



...at the right time, in order to hit your forecast

Chassis Assembly



Body Assembly



Joining



Battery, Fuel



Complete Cars



Jan 1

Jan 15

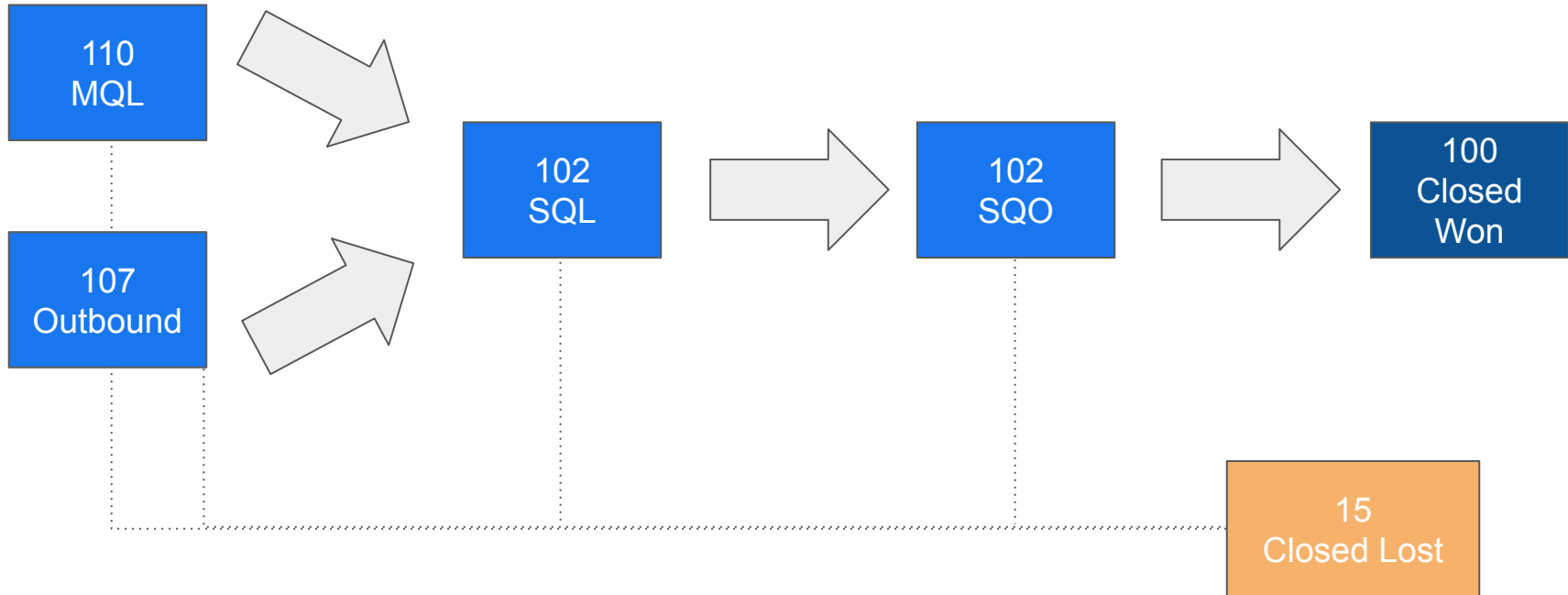
Feb 1

Feb 15

Mar 1

Mar 15

Do your reps know what they need to do to hit quota?



And when they need to do it?

Outbound



MQL



SQL



SQO



Closed Won



Jan 1

Jan 15

Feb 1

Feb 15

Mar 1

Mar 15

Each step of the process is delivered over time

Outbound

107 Accounts

MQL

110 Accounts

SQL

102 Accounts

SQO

100 Opps

Closed Won

20 Opps

Jan 1

Feb 1

Mar 1

Apr 1

May 1

Jun 1

The background of the slide is a dark blue color with a faint, light blue technical drawing or blueprint pattern. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. The text "Building the Blueprint" is centered in the middle of the slide in a bold, white, sans-serif font.

Building the Blueprint

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Concert's Blueprint to Quota Tool

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Step 1: Input Quota and ASP

Tips:

- As you fill this out, your assumptions don't need to be perfect
 - Speed and simplicity are better than precision
- Each Blueprint matches a single sales process
 - Create separate versions by vertical/ASP
- Individualize if you can, each person's path to quota can look different

Quota	\$150,000.00
Average Sales Price	\$28,000.00
Quota Period End Date	6/30/2021

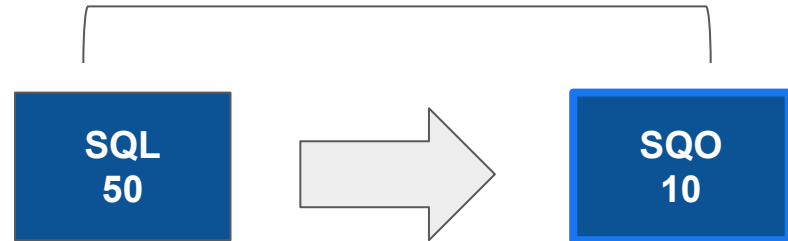
Step 2: Enter Pipeline Metrics

Tips:

- **Rename Stages to match your process**
- **Days in Stage represent days until the deal moves forward or is lost**
- **Use simple conversion rate math (see right)**

Stage Name	Days in Stage	Conversion rate to next stage
MQL	25	43%
SQL	10	56%
SQO	17	73%
Demo	35	76%
Proposal	14	91%
Closed Won	101	

$$\text{SQO \%} = \text{SQO} / \text{SQL} = 20\%$$



Track progress against your Blueprint

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Tip:

- Think about how you will give visibility to reps. CRMs don't always make reporting on stage history easy.

Using the Blueprint to Build Habits

We like to win

Learning and process is not as fun as winning

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And more importantly, we don't like negative feedback! 🙄

In this example, 53 of your MQLs will be lost

- “The process isn't working”
- “I'm wasting my time”

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The Impact of Negative Feedback

Say the colors of the fonts out loud:

Red **Green** **Purple**

Now try it again

Say the colors of the fonts out loud:

Blue **Green** **Red**

Now you know we're tricky, try it again

Say the colors of the fonts out loud:

Purple Red Purple

This is the Stroop Test

It has been proven that mixed signals make tasks harder to complete.

Through those exercises, there are 3 observations:

1. We are fastest when color and text match
2. We are slowest the first time we get a mismatch
3. We get faster every subsequent mismatch because **our brains rewrite the process**



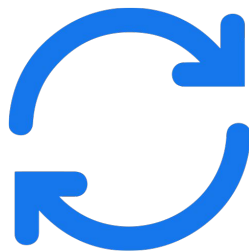
Each rep rewrites the sales process every day

In this example, 53 losses results in 53 process rewrites

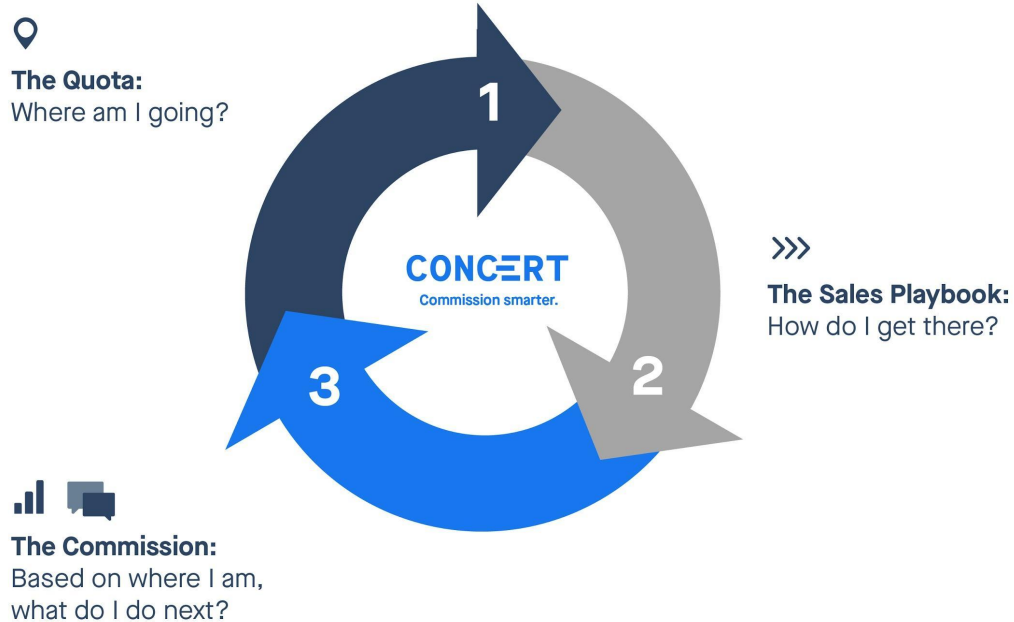
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Break through this by building habits

1. **Target:** focuses you on a goal
2. **Routine:** you know what you need to do to get there
3. **Rewards:** the routine is worth it



Start paying on pipeline metrics!



A woman with dark hair tied back, wearing a dark blue polka-dot shirt, is sitting at a desk with a laptop. She has a wide, joyful smile and her eyes are squinted. Her hands are raised in the air, with her fists clenched in a celebratory gesture. The background is a softly lit office or home workspace with a bookshelf and a window with curtains. The overall mood is one of success and achievement.

You're on Your Way to Hit Quota!

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Bonus Pipeline Management Tips



Ask questions like:

- Are we doing the right things to hit quota?
- Where can we optimize?



How is it built?

- # is usually number of opps/activities
- Bottom up



Key fields

- Number of Opps
- Stage
- Stage Exit Criteria

Takeaways



Build a blueprint for each rep to hit quota

- Most reps don't know the leading indicators



Add incentives to form habits

- Pipeline management isn't a monthly check-in, it's a daily routine



Review your pipeline conversations

- Minimize the time spent on forecasting

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Questions?

sanj@concertfinance.com

Thank You!

Another thank you to Sanj for presenting and to Concert for sponsoring this incredible content.

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