

## Sales Productivity & Efficiency Analysis

### Client: Global Technology Firm

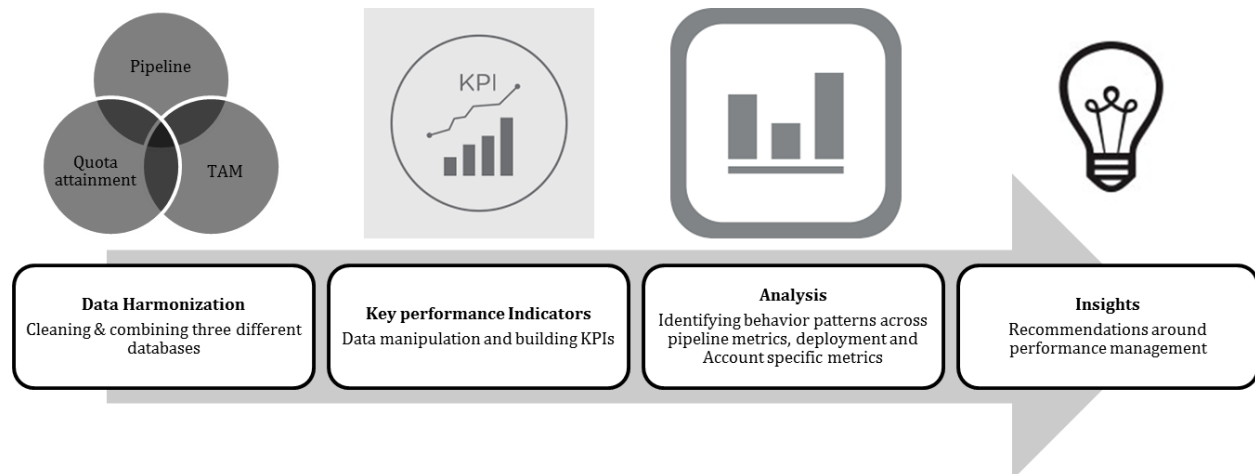
#### Business Background

Sales representative in a technology firm have half and full year quotas, which get reviewed quarterly on the basis of sales representative-level quota attainment by measuring the revenue realized as a percentage of quota assigned. This quota attainment can be backed up by two more matrices – sales pipeline of the representative, and total addressable market (TAM) of the market he is targeting.

#### Problem Statement

Gain a better understanding of what factors influence a sales representative's performance, which can then be used to do better quota deployment and behavior tracking in subsequent quota setting periods.

#### Analytical Approach



#### Results and Recommendations

The insights from the model range from sales representatives comfort in a certain market to his job experience and product expertise. These insights when applied to align quota deployment for the coming refresh cycle, lead to higher quota attainment. An exercise like this can lead to nearly 10-11% increase the productivity of best performing sales representatives of the company.