

SIRI CAN NOW INCREASE YOUR WIN RATES



THE NEW SALES GPS BRINGS BIG DATA TO YOUR FINGERTIPS

BY DR. CINDY GORDON, CEO of [SalesChoice](#)

SALESMASTERY

The not-far-off future of selling is a bit like the movie "Her". In the movie a man falls in love with his virtual assistant, modeled after Apple's Siri. We forget about the computer that's driving and relate to her as another uber-intelligent person who can answer anything. In this world buzz words like Artificial Intelligence, Big Data, Cognitive Computing, Deep Learning, Sentiment Mining, Text Mining, Machine Learning, Predictive Analytics, and Prescriptive Analytics are buried under a simple interface that we can actually converse with. What if sales professionals had their own version of "Her"?

The Backdrop - Meet Dinesh



Dinesh is the VP of Sales & Business Development at a company called Macadamian Technologies, and they build innovative world-class products using web-based experiences. Dinesh has a sales force of less than ten sales account executives. Forecasting accuracy has been an ongoing challenge due to rapid growth dynamics. They spent a lot on marketing programs, Google Ad Words, Marketing Campaigns, Customer Loyalty and Referral programs, Newsletters, etc. tracking the value and return on investment of these activities often is fuzzy on outcomes.

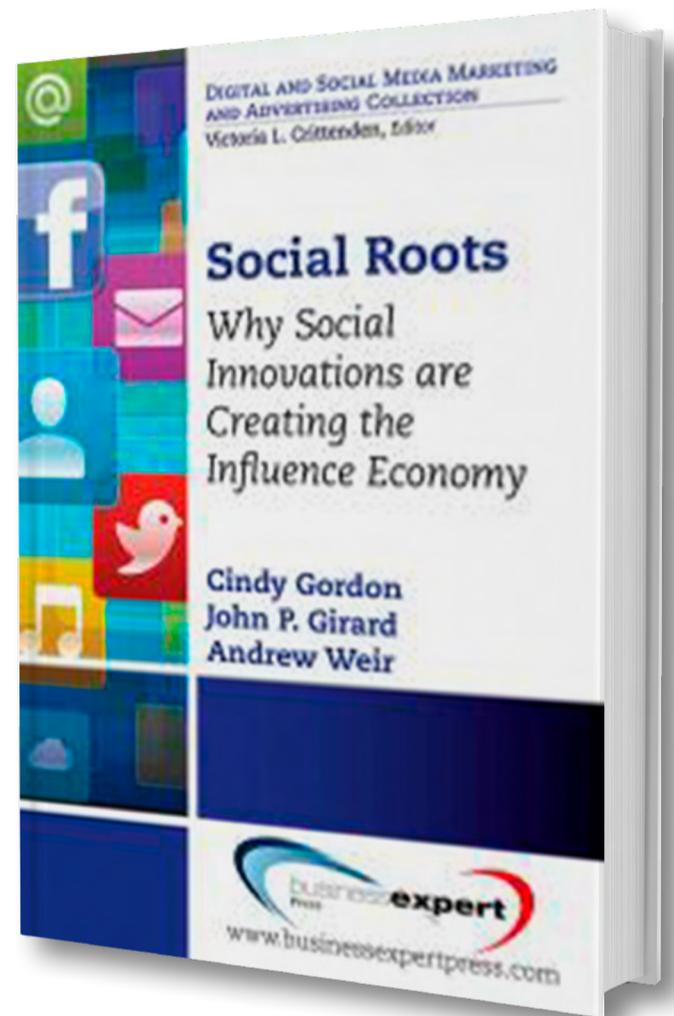
Dinesh is a win-win Sales leader who wants his whole sales team to win more and avoid wasting time chasing any, as he calls them, DUDs. Selling, in his view, is all about focus, rapidly qualifying the right opportunities to pursue, and knowing when you need to let go. However, he also knows that sales reps have a very hard time with letting go of their sales opportunities as they form relationships. Furthermore, he knows that in over 15 years of doing business, Macadamian Technologies has sold many projects with a wide range of pricing and discounts. Dinesh

wonders what the precise pricing mix is to win more.

How can Dinesh ensure that he and his sales team are learning from the past and able to make informed decisions fast? Dinesh turns to advanced predictive and prescriptive analytics for the answers.

Changing the Game

Enter the sales pro's Siri. You tell her the account you are negotiating with and she responds with the relevant facts you need to know to be on top of the game. You ask her to help you plan the optimal selling day and she may sound like this:



- ◆ Melissa, your opportunity with Intel is now aged by over 300 days: your odds to win are now at -50%. We are adding three more opportunities to your funnel. Please reach out to Dell Computers, first, by calling Henry Singer, VP of Engineering, at (555)555-5555. He was also just on Twitter asking this question, (press link). It looks like he is still tweeting, so you can likely catch him now @henrysinger, Use this posting to share this white paper on Security Innovations. 25% of people that download that paper request a demo, so it has a good hit rate.
- ◆ Charles, your total pipeline is only \$1.5M and to win your quota attainment run rate, your pipeline needs to be valued at \$3M, You can talk with John to add more sales leads into your pipeline or change your coverage plan. We want you to make President's club this year.
- ◆ Andrew, you have marked ACME Inc. as a Commit in your sales cycle, but in reviewing your calendar, cell phone and email activity, your coverage is a red flag for this account. Your odds of winning with this limited contact is -50%. You may wish to change your status with this opportunity from Commit, and talk to your manager.
- ◆ Sam, you have set your pricing at \$100,000, with a 15% discount. I calculate your odds of winning are 30%, since you have no history with this account. If you price your solution at \$75,000 and advise them that they will receive a \$25% discount, you



will increase your odds of winning to 60%. If you add on this additional product, you will increase your odds to a 85% win rate.

- ◆ Carol, your major account, at AIG Insurance, just logged 10 customer complaint calls. For background on their issues you can phone Jenny at x3456. I'm happy to schedule a call with AIG for you once you are informed on their calls.

Dinesh, the manager of these sales reps, has a statistical list of each of their sales cycles and a win rate prediction for each of their deals, even at the earliest stages. He is able to coach his team to invest their time in the highest probability deals that are flagged for them by "the assistant."

Celebrate More Wins

All sales professionals have a desire to win and close more business. Using new predictive and prescriptive sales tools, like in the experiences highlighted above, you can change the game to increase your probability of winning with every selling day. These data sciences and tools can now predict outcomes at early deal stages and are right 80+% of the time. Emerging Sales GPS systems, like Insight Engine™ at SalesChoice amass large amounts of data to guide sales reps with their own robo-advisor like Siri, so they can have real-time intelligence at their fingertips as they plan their day and call on accounts.



Predictive Analytics – The Science of Selling

Accumulated in large part as the by-product of routine tasks like filling out sales funnel information, sending emails to customers, calling customers, social media conversations, etc., data is being accumulated at staggering rates worldwide. As organizations churn away, adding to the masses of data available, predictive analytics are looking at the big data heap and mining it for gold.

Predictive analytics unleashes the value of data. With this technology, the computer literally learns from data how to predict the future behavior of customers, individuals, and companies. Perfect prediction is not possible, but the technology is far more accurate than people have been able to accomplish.

Implications

Which company would you invest in: one where the sales reps leverage sales GPS tools to achieve the greatest number of wins possible with their selling time, or one where the sales team uses their intuition to determine which relationships deserve their attention and attempt to manage the vast and complex amounts of data by gut feel? Which company is likely to be more profitable and able to recognize and respond to competitive changes quickly?



Big data technologies like predictive and prescriptive analytics may seem scary, but now is the time to figure out how to make them work for you. With GPS-like interfaces that are making these systems easier to work with, your new “virtual assistant” will be your best competitive selling advantage.



Dr. Cindy Gordon is the CEO and Founder, of *SalesChoice*, a company specializing in Making Sales a Science, with SaaS products integrated on the Salesforce.com platform. Their products accurately predict sales pipeline and forecast outcomes reliably at 85% or more, using advanced AI/machine learning methods.. She is also the author of over 14 books.