



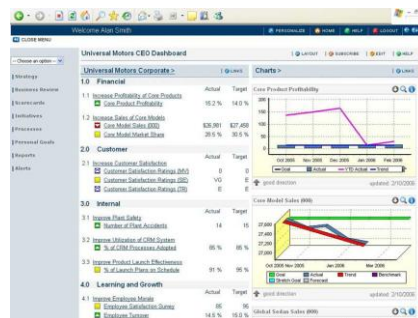
## Mastering Technical Sales: Management Consulting

### ***MTS-701 : Metrics To Run The Sales Engineering Business***

Either standalone, or as a precursor to MTS702 (Organizational Review), this engagement drills down upon the key metrics required to run pre-sales as a business. Many pre-sales organizations run blind on both a tactical and strategic basis, with only a short-term (but vital) emphasis on revenue.

Using the Norton-Kaplan Balanced Scorecard methodology, revolving around People, Internal Process, Finance and Customers we help you prioritize and measure your key metrics. Can you answer?

- What is the average cost of sale per opportunity?
- What % of time is customer facing?
- How is that time actually spent?
- What is your RFP win rate?
- How many training days per headcount?
- Who are your most productive Sales Engineers?
- What is your trial/Proof Of Concept conversion rate?
- What is your personnel retention rate? By job category?
- Which products are wastes of effort to sell (and get trained on)?
- If sales is ready to sell, who in the company is not?



***"If you cannot define it, you cannot measure it.  
If you cannot measure it, you cannot improve it  
If you cannot improve it, you cannot compete"***