



NoFunnel Surveyor™

This intervention seeks to; Increase accuracy of the funnel review process and therefore the reported pipeline accuracy or forecast. Ultimately any intervention must assure the making of team and personal targets.

The NoFunnel Surveyor™ uses a questioning methodology to understand the compliance to a defined sales process and aligned buying process. With input from Best Practices, a NoFunnel™ design is undertaken and taught one-on-one to the sales team. Pipelines are assured using NoFunnel Assurance™ and expected outcomes, accompanied by measurement metric are captured and reported on until targets are met. The process is as follows;

- i. Team is Surveyed to ascertain use of process in the sales and buying process
- ii. Team and Customer are Assured to design best practices in this team/market/product combination
- iii. NoFunnel Acts™ are designed and the team and first line Sales Managers coached to question the BuySide™ characteristics of each opportunity using the NoFunnel Acts™

- iv. NoFunnel Work™ is assigned for each funnel qualified opportunity and these NoFunnel Acts™ form the basis of NoFunnel Assurance™
- v. Measurement and feedback is derived and feedback given to drive enterprise designed best practices

The NoFunnel Surveyor™ has duration of approximately 2-3 weeks elapsed time. The costs are between R10k and R30k depending on team size (θ1). This phase is accomplished on a no-pay basis if a decision to proceed is not achieved.

After an engagement decision, the Team and Customer design is created for the NoFunnel BuySide™ linked to the prospects Buying Process and consensus is sought. The Elapsed time is 2 weeks @ R32k (θ2). Once the design is signed off, coaching of Sales Managers and team members are accomplished on-the-job (no out of field time).

Either outsourced to us, or run internally by trained first line Sales Managers, the elapsed time of 3 months, cost is (n=candidates) $n * 2(\text{hrs}) * 2(\text{meetings}) * 3(\text{months}) * R800 = \pm$ (team size 10) R96K (θ3) with expected ROI of less than half of the expended time.

Outcomes;

Our experience has shown that the following benefits may be released from a well-run and embraced NoFunnel™ project;

- increase your sales time by >40% by optimising engagement decisions
- decrease your sales support costs by >30% by utilising scarce technical skills optimally
- increase the number who make target in team from RoT 80:20 to >60:40
- increase team revenue by >20% per annum without increasing team size
- full confidence that the pipelines will make timely targets
- manage poor performers out of the system against credible metrics
- know without doubt that new sales team entrants ramp-up time is halved
- pitch forecasts to executive management of > 90% accuracy without “filtering” activity

NoFunnel™ BuySide™ pipeline optimisation

