

# Sales Time Optimizer

## Your Productivity Visibility Dashboard



# What

amount of time does your sales team spend on selling activities?  
 percent of time is focused on non-revenue generating (NRG) activities?  
 activities can be streamlined or improved to increase sales productivity?

Our studies show that average sales organization spends less than half of their time focused on selling activities. In other words, over 50% of their time is spent on non-selling or non-revenue generating activities (such as travel, service, administration, and internal meetings). In this 24/7 fully-accessible world, sales people are continually asked to take on more, sapping their true sales time and productivity.

Sales Time Optimizer is a tool that uses a sampling methodology to improve how the sales organization spends its time by strategy, customer type, product type, and activity type. By tracking and managing productivity over time, the organization can shift responsibilities and decontaminate sales roles to increase sales time and efficiency. It's a simple, web-based tool that operates on a smart phone, tablet, and computer and adds value with the touch of a few buttons.

**The Lights Are On.** Sales people, sales leaders, and sales operations professionals can now identify how they or their teams are spending time, diagnose NRGs, understand bottlenecks and contaminants, rate the difficulty level or importance of activities, compare to time benchmarks, and start managing and tracking productivity increases. Leaders can help their teams, teams can communicate to leaders, and individuals can even self-monitor their productivity answering the question, "Where did my time go?"

### How the Sales Time Optimizer Works

**Who:** Sales Operations, Sales Management, Sales Teams.

**What:** The Sales Time Optimizer can be tweaked or fully customized to:

- Determine where the sales organization is using its time.
- Statistically identify focus by account type, product type, sales strategy, activity type, and sales stage.
- Understand pure selling time and identify opportunities for improvement and/or training.
- Decontaminate the sales organization to shift or remove NRGs (non-revenue generating activities), increase selling time, and increase sales capacity.
- Follow trends of time allocation and productivity improvement over time for continuous improvement.
- Allow the sales team to understand their individual effectiveness for personal development.

***"The Sales Time Optimizer is a tool for a journey of efficiency."***

-Major Technology Company

For more information about a Sales Time Optimizer demo for your organization, please call (770) 337-9897, email [Mark.Donnolo@SalesGlobe.com](mailto:Mark.Donnolo@SalesGlobe.com), or visit [SalesGlobe.com](http://SalesGlobe.com).

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Growth Benefit							
Selling Time Improvement to : Total Sales Hours	Incremental Revenue per Rep Assuming		Total Revenue per Rep		Incremental Impact to Organization		
	20% of Current Revenue Productivity:						
50%	1,000	\$ -	\$ 4,000,000	\$ -			
51%	1,020	\$ 16,000	\$ 4,016,000	\$ 8,000,000			
52%	1,040	\$ 32,000	\$ 4,032,000	\$ 16,000,000			
53%	1,060	\$ 48,000	\$ 4,048,000	\$ 24,000,000			
54%	1,080	\$ 64,000	\$ 4,064,000	\$ 32,000,000			
55%	1,100	\$ 80,000	\$ 4,080,000	\$ 40,000,000			
56%	1,120	\$ 96,000	\$ 4,096,000	\$ 48,000,000			
57%	1,140	\$ 112,000	\$ 4,112,000	\$ 56,000,000			
58%	1,160	\$ 128,000	\$ 4,128,000	\$ 64,000,000			
59%	1,180	\$ 144,000	\$ 4,144,000	\$ 72,000,000			
60%	1,200	\$ 160,000	\$ 4,160,000	\$ 80,000,000			
61%	1,220	\$ 176,000	\$ 4,176,000	\$ 88,000,000			
62%	1,240	\$ 192,000	\$ 4,192,000	\$ 96,000,000			
63%	1,260	\$ 208,000	\$ 4,208,000	\$ 104,000,000			
64%	1,280	\$ 224,000	\$ 4,224,000	\$ 112,000,000			

**Real ROI**  
 Decontaminating sales roles can have a significant impact on productivity. For example, for an organization with \$2B of revenue and 500 quota bearing reps that spends only 50% of its time selling, adding 5% more selling time at only 20% of the current revenue per hour can yield an additional \$40M in sales capacity.

View My History

Add an Activity

Meeting with the Customer

Identify Needs

Strategic Account

Current Customer

Product B

In-Person

Category	Hours	Activity Type	Account Type	Customer Status	Product or Service	Contact Mode
Meeting - With the Customer	2.5	<input type="radio"/> Joint Planning <input checked="" type="radio"/> Needs Identification <input type="radio"/> Bid or Quote Preparation <input type="radio"/> Education <input type="radio"/> Merchandising <input type="radio"/> Relationship Development <input type="radio"/> Finalizing Sale or Order	<input checked="" type="radio"/> Strategic <input type="radio"/> Regional <input type="radio"/> Core <input type="radio"/> Other	<input checked="" type="radio"/> Current Customer <input type="radio"/> Net New Customer <input type="radio"/> Prior Customer <input type="radio"/> Other	<input type="radio"/> Category A <input checked="" type="radio"/> Category B <input type="radio"/> Category C <input type="radio"/> Category D	<input checked="" type="radio"/> In-Person <input type="radio"/> Phone <input type="radio"/> Web <input type="radio"/> Other

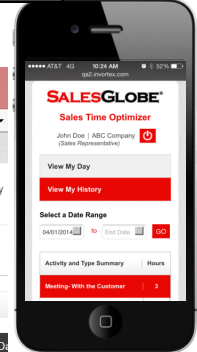
Primary- Sales or Non-Sales

Type of Activity

Account Current or New Type

Product Type

Method of Contact



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## Reporting

Comparisons of Team/Roles/Rotations/Titles vs. Total Input.

Activity and Type Summary	MANAGER ESCO'S TEAM			TOTAL		
	Hours	% of Total	Activity Rate (Avg.)	Hours	% of Total	Activity Rate (Avg.)
<b>Selling Activities</b>	<b>06.00</b>	<b>66.67%</b>	<b>2.67</b>	<b>16.49</b>	<b>46.84%</b>	<b>3.17</b>
Lead assessment / Needs Analysis / Strategy	02.00	22.22%	2.00	03.07	8.68%	3.00
Negotiate final terms / Implementation timing	03.00	33.33%	3.00	03.00	8.36%	3.00
Post-Sale implementation management	01.00	11.11%	3.00	01.00	2.79%	3.00
Initial Planning/First Call - Leads/Net New	00.00	0%	0.00	05.02	14.02%	3.33
Validating need and establishing priorities and timeline	00.00	0%	0.00	00.30	1.39%	5.00
Negotiate Pricing - Customer/LN Pricing	00.00	0%	0.00	01.25	3.95%	1.00
Negotiate Contract - Customer/LN Legal	00.00	0%	0.00	01.45	4.87%	4.00
Other Selling activities - client specific	00.00	0%	0.00	01.00	2.79%	3.00
<b>Administrative Activities</b>	<b>02.00</b>	<b>22.22%</b>	<b>1.00</b>	<b>05.32</b>	<b>15.41%</b>	<b>2.75</b>
Annual vendor due diligence docs: (i.e. SSAE16 Report, NDA, and Insurance Cert.)	02.00	22.22%	1.00	02.00	5.57%	1.00
Time and T&E expense reporting	00.00	0%	0.00	02.22	6.59%	2.00
Dunning tracking and customer contact	00.00	0%	0.00	00.10	0.46%	5.00

Export to Excel

Total						
Activity	Hours	% of Total	Activity Rate	Hours	% of Total	Activity Rate
Lead assessment / Needs Analysis / Strategy	02:00	22.22%	2.00	03:07	8.68%	3.00
Negotiate final terms / Implementation timing	03:00	33.33%	3.00	03:00	8.36%	3.00
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Other Selling activities - client specific	00:00	0%	0.00	01:00	2.79%	3.00
<b>Administrative Activities</b>	<b>02:00</b>	<b>22.22%</b>	<b>1.00</b>	<b>05:32</b>	<b>15.41%</b>	<b>2.75</b>
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Time and T&E expense reporting	00:00	0%	0.00	02:22	6.59%	2.00
Dunning tracking and customer contact	00:00	0%	0.00	00:10	0.46%	5.00
Other Administrative Activities - client specific	00:00	0%	0.00	01:00	2.79%	3.00
Other Activities	01:00	11.11%	3.00	13:33	37.74%	2.42
Internal product or sales-related training	01:00	11.11%	3.00	02:00	5.57%	3.50
Manager / Mentor meetings	00:00	0%	0.00	00:30	1.39%	1.00
Re-credentialing Customers	00:00	0%	0.00	01:00	2.79%	3.00
Research: Competitor/Industry (non-sales)	00:00	0%	0.00	01:00	2.79%	2.00
Internal team or non-deal specific meetings	00:00	0%	0.00	01:03	2.92%	2.00
Paid Time Off	00:00	0%	0.00	08:00	22.28%	3.00
<b>Total</b>	<b>0</b>	<b>100%</b>	<b>2.22</b>	<b>35:54</b>	<b>100%</b>	<b>2.78</b>

## Graphic Analysis

### Percent of Hours

