

AVIONTÉ
CONNECT

Analytics to Up Your Sales Game

OUR TEAM



Dan Mori

Managing Partner
StaffingMastery



Justin Uselton

Director of Sales



Phil Martini

Director, Product
Management



Why Should I Care?

By leveraging data, decision-makers can make **informed choices** that are more likely to be **accurate and effective** and can continuously **refine their approach** based on new data and insights.

Data-driven decision making can give businesses a **competitive advantage** over their rivals. By using data more effectively, businesses can **identify opportunities** their competitors may miss, and address any potential issues that can create a competitive opening proactively.



The Agenda

1

Importance of data

2

The Power of Data-Driven Decisions

3

Leveraging Analytics for Sales Success

4

Next Steps

5

Q&A



Want to be competitive?



CONSOLIDATE

Combine applicable data sources for a holistic view of business activity.



ANALYZE

Identify overperforming or underperforming industries, divisions, etc.



REFINE

Make strategic decisions, monitor results, and refine as needed to see success.

Improve profitability and efficiency while reducing cost



Leveraging Analytics for Sales Success



28%

In a 2023 survey by Salesforce, 28% of sales professionals are expected to hit their quota... [Why?](#)

Sales leaders state they fear their sales professionals are relying on their “gut feeling” or only partial information as opposed to actual intelligence.



What Should Leaders Do?

“43% of top performing companies provide self-service analytics to employees – compared to 26% at all other organizations”

There are 4 ways to use sales analytics to get the insights necessary to improve sales performance.

April 2019 McKinsey report entitled, “Catch them if you can: How leaders in data and analytics have pulled ahead”

Top-performing: 10% ARR over past 3 years



Up Your Sales Game



Market Trends



Identifying Leads



Metrics for Productivity



Bolster Relationships



Market Trends

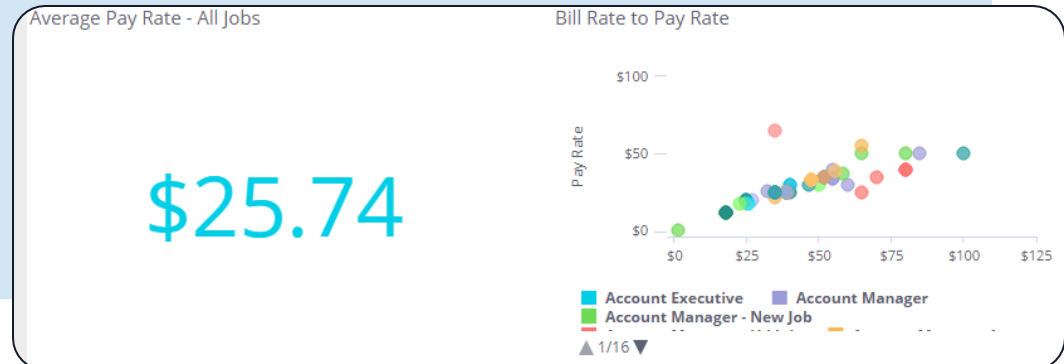
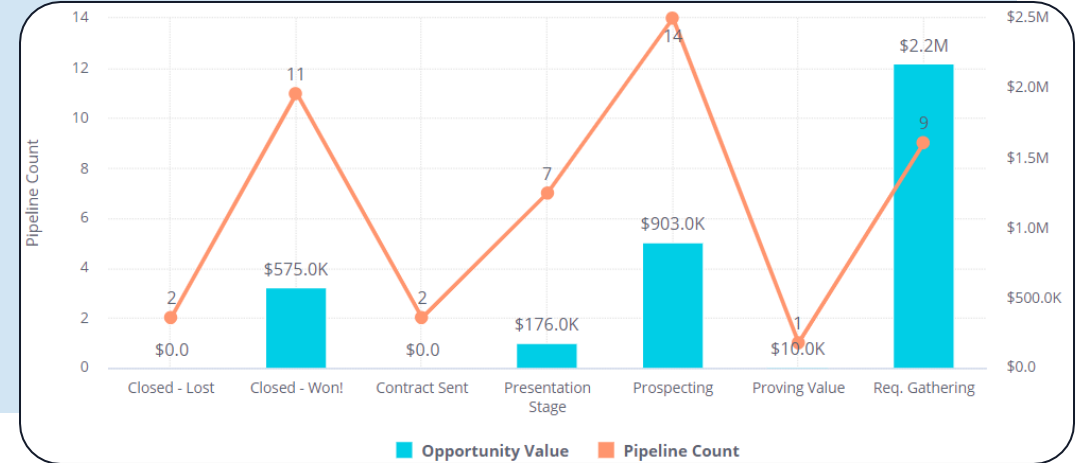
Predicting Market Trends

Market Positioning:

- **Sales Performance Metrics:** Conversion rates, market shifts, pricing competitiveness
- **Value Selling:** Differentiate between market price & sales skills
- **Pricing Strategy:** Avoid devaluing services & losing margin

Assignment Performance:

- **Tracking Success Rates:** Wage tiers, fill percentages, market data (e.g., Indeed Insights)
- **Client Education:** Use data to advise on appropriate wage tiers for successful placements



Identifying Leads

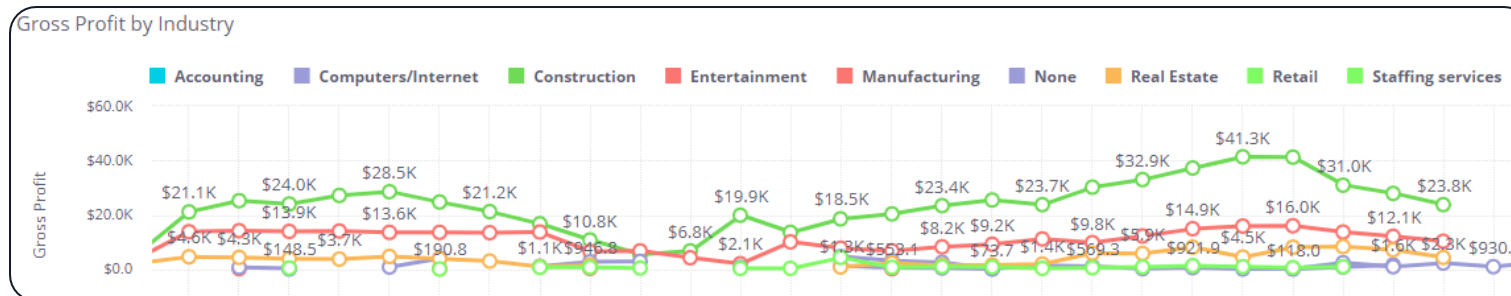
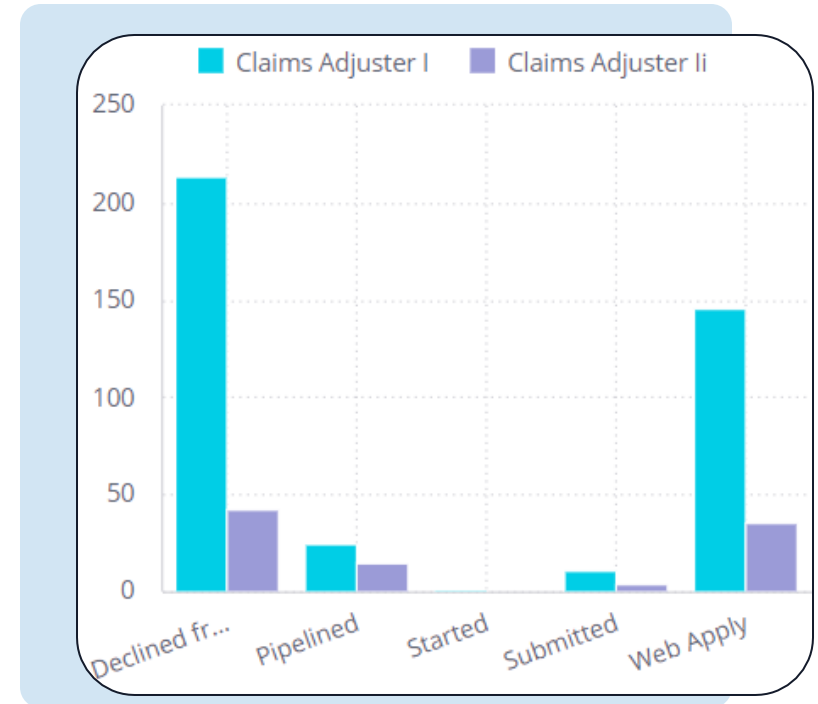
Identifying High-Potential Leads

Recruiting:

- **Data Arrangement:** Highest job order fill rates
- **Candidate Availability:** Use skill tags, track ratios
- **Resource Management:** Evaluate sufficiency of candidates

Sales Success:

- **Integration:** Overlay recruiting success metrics with sales performance
- **Campaign Management:** Target prospects based on recruiting success
- **Metrics:** Prospecting activities
- **Market Analysis:** Monitor industry trends for hiring and workforce demands
- **Margin Review:** Ensure gross margins support acquisition and service costs



Metrics for Productivity

Sales Use Cases for Data Analysis:

- *Forecast & Budgeting*
- *Goal Setting*
- *Pricing*
- *Creating Ideal Client Profile*
- *Identifying Leads & Prospects*
- ***Market Mapping***
- ***Building Prospecting Campaigns***
- *Sales Cycle Performance Review*
- *Account Growth*
- *Performance Management*
- *Resource Management*



Market Mapping

**If you know what you're
looking for, you're more likely
to find it.**

Market Mapping:

1. *We create Ideal Client Profiles for our top 2 performing industries, based on Operations Performance Metrics*
2. *Then we categorize them into three tiers; A (large, anchor accounts, B (mid-market), C (SMB)*
3. *Then we map each in radius rings around a branch; 10 miles, 25 miles, 50 miles (based on market density and effective service area)*



Ideal Client Make-up:

Warehouse	Pay Range	Bill Range	Mark-Up Range
Order Packer	\$17 - \$19	\$24 - \$29	40% - 50%
Machine Operator	\$20 - \$24	\$28 - \$36	38% - 48%
Material Handler	\$18 - \$22	\$25 - \$30	40% - 50%



Market Mapping:

Warehouses	A	B	C
10 Miles	2	10	20
25 Miles	10	50	100
50 Miles	20	100	200



Market Mapping: Penetration 34 of 512 (6.6%)

Warehouses	A	B	C
10 Miles	1/2	3/10	8/20
25 Miles	1/10	4/50	10/100
50 Miles	1/20	2/100	4/200



Building Prospecting Campaigns

Building Prospecting Campaigns:

1. *We evaluate the capacity, resources, and operational performance of a branch to determine the tier and quantity of clients we aim to acquire.*
2. *We evaluate the efficacy of the sales rep in that territory to align to goals.*
3. *Then we build the plan to target the ideal quantity of prospects that should yield the target number of clients, including planning which behaviors to perform.*
4. *We launch the campaign and monitor performance.*



Sales Rep Efficacy:

Q1 Conversion Rates	Input	Output	Conv%
Meeting Conv.	2,105	28	1%
Proposal Conv.	28	16	57%
Client Conv.	16	9	56%

Q2 Conversion Rates	Input	Output	Conv%
Meeting Conv.	2,119	32	2%
Proposal Conv.	32	19	59%
Client Conv.	19	11	58%

Q3 Conversion Rates	Input	Output	Conv%
Meeting Conv.	2,065	53	3%
Proposal Conv.	53	29	55%
Client Conv.	29	17	59%

Q4 Conversion Rates	Input	Output	Conv%
Meeting Conv.	2,081	42	2%
Proposal Conv.	42	27	64%
Client Conv.	27	13	48%

Total Conversion Rates	Input	Output	Conv%
Meeting Conv.	8,554	155	2%
Proposal Conv.	155	91	59%
Client Conv.	91	50	55%

Category	Metric	Conversion
Total New Clients	50	
Total New Clients - JO	45	90%
Total New Clients - Billed	39	78%

Category	Metric
Proposals to Get 1 Billing Client	2
Meetings to Get 1 Billing Client	4
Activities to Get 1 Billing Client	219

Q4 Conversion Rates	Actual	Needed	Est. GM	Target GM
Annual GM of New Client	\$ 12,500.00		\$	8,000
Activities per week	165	135		
Clients per week	0.96	0.62	\$ 625,000	\$ 400,000

GM Target	\$ 400,000
Clients Target	32

Client Conv.	27	13	48%
--------------	----	----	-----

Clients per week	0.96	0.62	\$ 625,000	\$ 400,000
------------------	------	------	------------	------------

Prospect Campaign Plan:

Week	1	2	3	4	5	6	7	8	9	10	11	12	13
W1 - Letter	9	9	9	9	9	9	9	9	9	9	9	9	9
W2 - Email		9	9	9	9	9	9	9	9	9	9	9	9
W2 - Call		9	9	9	9	9	9	9	9	9	9	9	9
W2 - Email		9	9	9	9	9	9	9	9	9	9	9	9
W3 - Call			9	9	9	9	9	9	9	9	9	9	9
W4 - Email				9	9	9	9	9	9	9	9	9	9
W5 - Call					9	9	9	9	9	9	9	9	9
W6 - Email							9	9	9	9	9	9	9
W7 - Call							9	9	9	9	9	9	9
W7 - Visit							9	9	9	9	9	9	9
W8 - Email								9	9	9	9	9	9
W9 - Call									9	9	9	9	9
W10 - Visit										9	9	9	9
W11 - Call											9	9	9
W12 - Email												9	9
Total	9	36	45	54	63	63	90	99	108	117	126	135	135
Total Letters	9	9	9	9	9	9	9	9	9	9	9	9	9
Total Emails	0	18	18	27	27	27	36	45	45	45	45	54	54
Total Calls	0	9	18	18	27	27	36	36	45	45	54	54	54
Total Visits	0	0	0	0	0	0	9	9	9	18	18	18	18
Time (hours)	0	2	2	3	3	3	9	9	10	15	15	16	16
Letters	0	0	0	0	0	0	0	0	0	0	0	0	0
Emails	-	1	1	1	1	1	2	2	2	2	2	3	3
Calls	-	1	1	1	2	2	2	2	3	3	4	4	4
Visits	-	-	-	-	-	-	5	5	5	9	9	9	9
9 Prospects													
468 Total Needed													
6.8% Conversion Needed													



Monitor Performance:

Week	Start	End	Calls	Emails	OTHER	Meetings	Proposals	Clients
1	12/31/2023	1/6/2024	100	88	12	4	2	1
2	1/7/2024	1/13/2024	96	85	8	2	2	0
3	1/14/2024	1/20/2024	92	80	10	1	0	1
4	1/21/2024	1/27/2024	90	78	12	3	1	0
5	1/28/2024	2/3/2024	86	84	8	0	0	0
6	2/4/2024	2/10/2024	84	80	12	4	2	1
7	2/11/2024	2/17/2024	80	76	15	1	1	1
8	2/18/2024	2/24/2024	78	72	4	3	1	1
9	2/25/2024	3/2/2024	74	68	9	5	3	2
10	3/3/2024	3/9/2024	70	65	7	2	2	1
11	3/10/2024	3/16/2024	66	60	12	0	0	0
12	3/17/2024	3/23/2024	60	55	11	1	1	0
13	3/24/2024	3/30/2024	54	49	15	2	1	1
14	3/31/2024	4/6/2024	100	92	8	4	2	2



Bolstering Relationships with Customer Data

Customer Data:

1. *We determine the deliverables that are important to the client and assign KPIs.*
2. *We build the pipeline to measure throughput and record KPIs*
3. *We report the KPIs to the client during business reviews.*
4. *We collaborate to improve areas that are below target metrics.*



Customer Data:

Total Impressions	Total Clicks	Total Quick Apply Starts	Total Quick Apply Completed	Active Pipeline		Qty Applications Rejected	Number of ES Applications Sent	Number of ES Applications Completed	Number of Interviews Conducted	Number of Assessment Tests	Number of Drug Screens	Number of BG Checks	Number of Candidates Removed (reason why)	Number of Candidates Assigned to classes
				Qty New Applications	Qty Applications Reviewed/Contacting									
248,099	61,788	19,110	15,983	6,907	2,622	6,454	1,550	754	702	691	679	679	274	405
	25%	31%	26%			40%								2.5%
	CTR	ASR	ACR			Applications Rejected	Applications Accepted	Applications Processed						
										Assessment - NOGO		DT/BG - NOGO		
										12		142		



Customer Data:

Orders	Start Date	Requested	Assigned	Trained	30 Days	60 Days	90 Days	Average Duration of Separated
1	4/1/2024	20	23	11	7	4	3	63
2	4/3/2024	20	21	16	14	13	12	47
3	4/8/2024	20	21	13	14	12	11	32
4	4/10/2024	12	3	1	2	1	1	17
5	4/15/2024	20	18	12	7	6	4	33
6	4/17/2024	15	17	15	13	0	0	29
7	4/22/2024	20	16	9	11	10	10	9
8	4/24/2024	20	20	10	10	8	6	20
9	4/29/2024	12	6	6	5	3	2	33
10	5/6/2024	20	18	11	6	5		26
11	5/8/2024	20	15	5	4	0		18
12	5/13/2024	25	24	20	12	9		18
13	5/20/2024	20	14	14	8	4		18
14	5/22/2024	20	25	8	18			7
15	5/27/2024	20	25	9	16			16
16	5/29/2024	20	6	3	6			-
17	6/3/2024	25	26	9	20			11
18	6/5/2024	25	29	24	20			10.5
19	6/10/2024	30	32	18	15			6
20	6/17/2024	20	26	19	19			
21	6/24/2024	25	20	12				
		429	405	245				
			94%	57%				



Customer Data:

TermPoor	TermAT	TermViolated	QUITJA	QUITPer	QUITBC	QUITBO	LOW	C	HTP	Total	A	Long Term Fill%	Number of Candidates Still Assigned
1	3	2	6	6	1	2	0	0	0	21	2	9%	179
2	3	0	1	3	0	0	0	0	0	9	12	57%	
0	2	2	2	1	2	2	0	7	0	18	3	48%	
0	1	0	0	1	0	0	0	0	0	2	1	33%	
0	1	2	3	7	0	2	0	0	0	15	3	17%	
0	0	2	2	0	0	0	13	0	0	17	0	76%	
2	0	2	3	0	0	0	0	0	0	7	7	44%	
2	2	0	4	2	1	1	0	3	0	15	5	40%	
0	0	0	0	3	0	1	0	0	0	4	2	33%	
2	1	0	4	6	0	0	0	0	0	13	5	28%	
2	1	2	3	7	0	0	0	0	0	15	0	0%	
1	1	0	1	0	0	1	0	8	0	12	11	79%	
0	0	0	0	3	0	0	0	7	0	10	5	86%	
3	1	1	1	2	1	0	0	1	0	10	15	64%	
1	0	2	4	2	1	1	0	0	0	11	14	56%	
1	0	1	0	0	0	0	0	0	0	2	5	83%	
5	1	0	0	0	0	0	0	0	0	6	20	77%	
0	0	0	2	6	1	2	0	0	0	11	18	62%	
0	0	0	0	1	1	0	0	13	0	15	17	94%	
0	1	1	0	2	1	1	0	0	0	6	21	81%	
2	3	0	0	0	0	2	0	0	0	7	13	65%	
24	21	17	36	52	9	15	13	39	0	226	179		44.2%
6%	5%	4%	9%	13%	2%	4%	3%	10%	0%	56%	44%	57%	



Collaboration:

1. *We identified that Terminated for Poor Performance and Quit for Better Opportunity are the largest categories where we have the most influence.*
2. *We researched the specific areas of performance that were deficient, and revised our assessment and screening process, as well as improved the client training process to improve these areas.*
3. *We interviewed the employees who left for a better opportunity and determined that the primary driver was leaving for \$1 more per hour. We also analyzed the market data for pay for the same or similar roles and determined the client was \$1 - \$3 lower than market. The client agreed to increase pay by \$2 per hour.*
4. *We also identified the most common fall-off duration and placed a retention bonus on the other side of that duration.*



Recap - Up Your Sales Game



Market Trends



Identifying Leads



Metrics for Productivity



Bolster Relationships



Questions & Answers

Thank You

Rate the session

☆ ☆ ☆ ☆ ☆

Leave further feedback...

SEND

Cancel

Rate This Session

IN THIS BIZZABO APP:

- Open the Bizzabo app
- Select the Agenda tab from the main screen
- Locate this session by Name, Date and Time
- Rate the session
- Optional to leave further feedback

THANK YOU FOR YOUR FEEDBACK



Interested in seeing more?

Check out the Experience Center!