



Achieving radical and sustainable improvement in top line performance

Quota Maker Insights

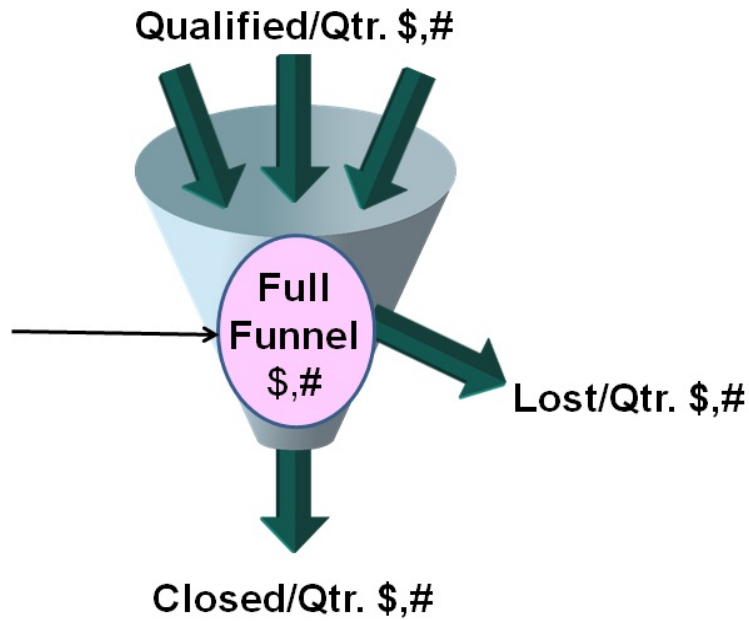


Welcome to Quota Maker! We very much appreciate the enthusiastic response to Quota Maker, the first handheld "truth detector" app to achieve sales quota.

In answer to the question, "How does Quota Maker work with salesforce.com (or any CRM)?" Quota Maker is a stand alone app designed for use whenever and wherever discussions and analysis of sales performances take place. To link your CRM system directly to Quota Maker, KappaEast can provide an app plug-in to deliver this functionality in your CRM environment.

This month's issue discusses the significance of the full funnel calculation. Quota Maker is free on Apple and Android and thanks in advance for your feedback.

Understanding Your Full Funnel



The full funnel number indicates how much potential business should be in the funnel if you expect to be closing your targeted business quarterly and be on track to make your quota.



VS

Actual (\$)	Actual (#)
Qualified/Qtr. (\$)	(#)
?	?
Full Funnel (\$)	(#)
?	?
Closed/Qtr. (\$)	(#)
?	?
Lost/Qtr. (\$)	(#)
?	?

Compare your Quota Maker full funnel number to your full funnel number in your CRM.

If your CRM full funnel equals the Quota Maker full funnel number (if you have roughly this amount) then that is a positive leading indicator for future sales results.

If your CRM full funnel is less than the Quota Maker full funnel number (if you are short) this would indicate that your sales results in the future will be less than targeted.

CURRENT ACTIVE DEALS IN MY CRM FUNNEL	\$
Deal A	zzz
Deal B	zzz
Deal C	zzz
...	
...	
Deal M	
TOTAL \$ OF DEALS =	\$ XXX

To help you use your Quota Maker output, we suggest the following. Regardless of what you have in your company funnel/CRM, add up only your "current" funnel, active deals where you are engaged with the client in reaching a go/no go decision and compare that to the Quota Maker full funnel number. This should provide a good leading indicator for future results.

Curious if you are going to make quota? Run Quota Maker and find out. Its free and available for download for iPhone/iPad at the App Store or Android App at Google Play.

We can be reached at www.kappaeast.com

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