

Insight Report Teardown

Understand why you win and lose deals

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Ebsta

State of Sales in H2 2023

73%

reps missed
quota

6x

Velocity Delta: Top
23% of reps
contributed 83% of
revenue

39%

deals slipped

Win rates drop **47%**
when deals slip

What is an insight report?

1

Leading Indicators

2

Targeting

3

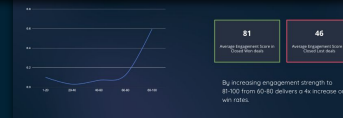
Process



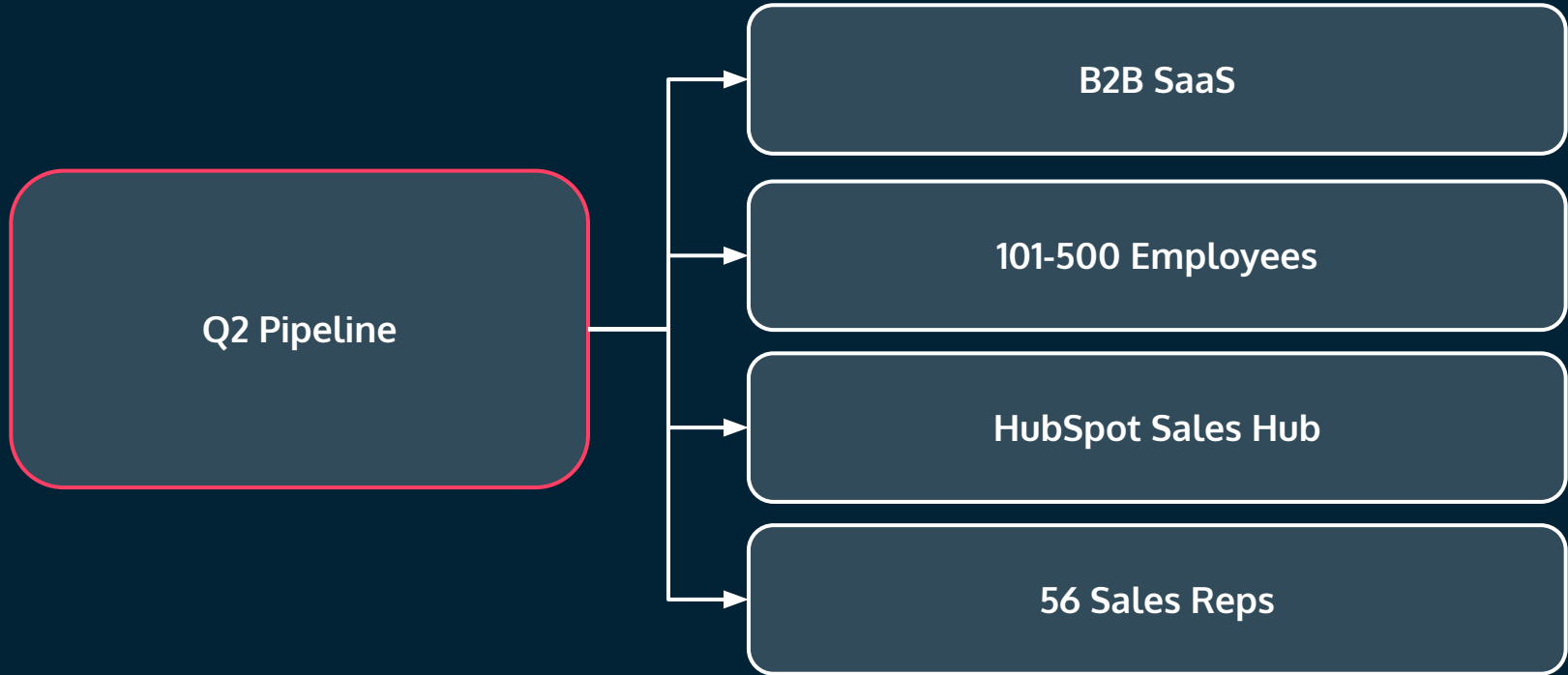
 **Pavilion** Insights Report

Supporting your journey to predictable revenue growth.

Daryul Tyler	1876	20.70%	82	157,652.68	22,894	29	88	86%	72%
Almad Pate	1594	17.50%	89	141,889.30	28,957	28	78	72%	82%
Narain Hesse	1208	13.50%	95	114,738.39	32,689	26	68	27%	92%
Kyran Frame	1154	18.40%	94	108,490.08	19,654	30	77	48%	67%
Halleam Cummings	1092	17.60%	82	86,283.65	14,856	33	72	39%	57%



Who we analyzed



Discover Factors That Drive Predictable & Efficient Growth

+447% sales velocity with ICPs matched by firmographic data (e.g. industry or employee size)

1.
ICP

+592% sales velocity with high 1st and 3rd party intent signals (e.g. content engagement, product usage and “topic clusters”)

2.
Intent

6.
Time

Deals that run for >50% of average sales cycle decrease win rates by **90%**

5.
Deal
Qualification

High adoption of a sales methodology (e.g. MEDDPICC) increases Win Rates by **311%**

Targeting the right relationships at the right time boosted a companies velocity by **171%**

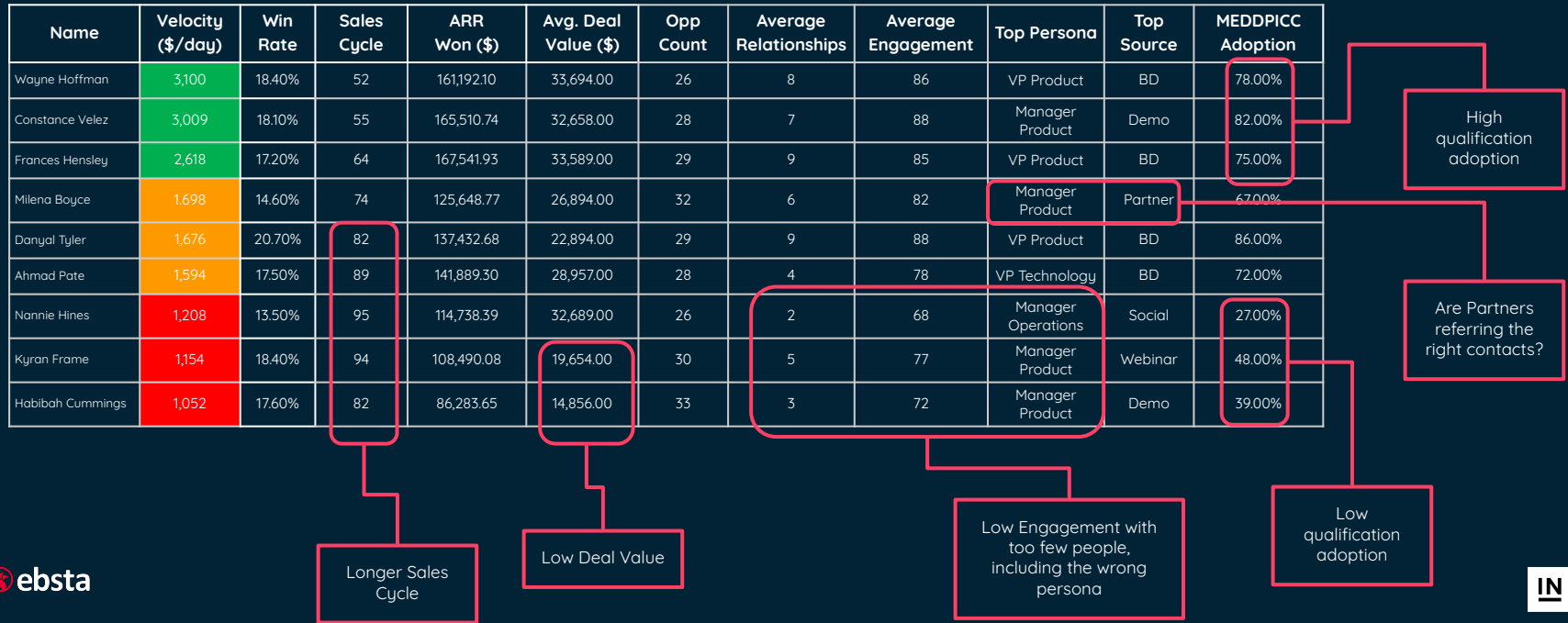
3.
Personas

4.
Relationships

+633% win rates with stronger relationships

Where can our reps improve?

Analysis of how Account Executives are performing over the last quarter. This highlights opportunities for coaching to improve performance by targeting high-quality relationships with the right stakeholder and better deal qualification.



How to understand why you win and lose deals

1

Companies

2

Contacts

3

Process

1. Companies

What is ICP is driving the greatest velocity?

Businesses in Media, 200-1,000 employees, in USA had a sales velocity 56% better than the average

Targeting a VP Product improved the sales velocity by 120%

Persona	Velocity (\$/day)	Win Rate	Sales Cycle	ARR Won (\$)	Avg. Deal Value (\$)	Opportunity Count	% of Opportunities	Most Influential Stage
VP Product	3,309	22.54%	56	185,325.68	25,694.00	32	54%	Evaluation
Product Manager	2,879	21.64%	62	178,473.74	23,564.00	35	50%	Qualification
VP Sales	1,114	11.65%	99	110,316.18	14,568.00	65	42%	Solution
VP Operations	1,724	15.24%	112	193,055.44	17,594.00	72	65%	Solution
Legal	1,944	13.24%	92	178,808.72	20,157.00	67	58%	Proposal
InfoSec	1,622	14.26%	105	170,292.92	21,325.00	56	49%	Solution

Just 54% of opportunities included a VP Product

What impact is intent having on performance?

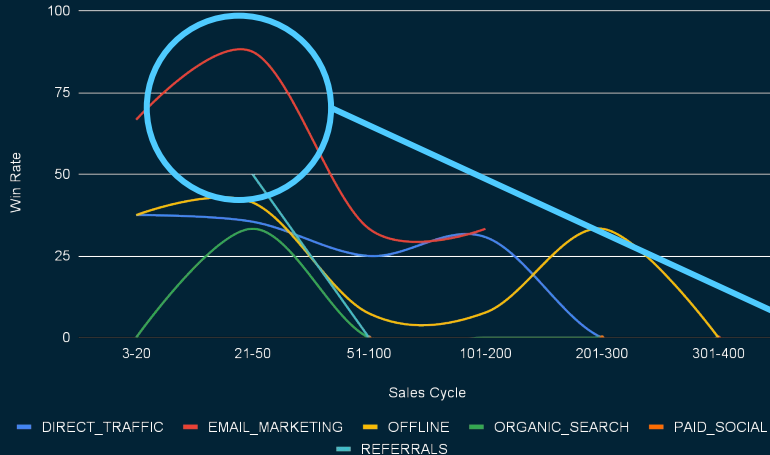
Intent by Clusters improved velocity by 357%

	No Intent	Intent by Topic	Intent by Clusters
Detail	-	Business Process Automation	Automation Testing + DevOps + Digital Transformation
Win Rate	14%	19%	24%
Sales Cycle	134 Days	161 Days	187 Days
Average Deal Value	\$31,304	\$51,509	\$91,059
Velocity (\$/Day)	\$12,363	\$15,440	\$18,699
Active Accounts	37,803	2,544	320

Focusing on just 320 Active Accounts will yield better results than 1,120 No Intent Accounts

Where are our best opportunities coming from?

How deal source affects key metrics



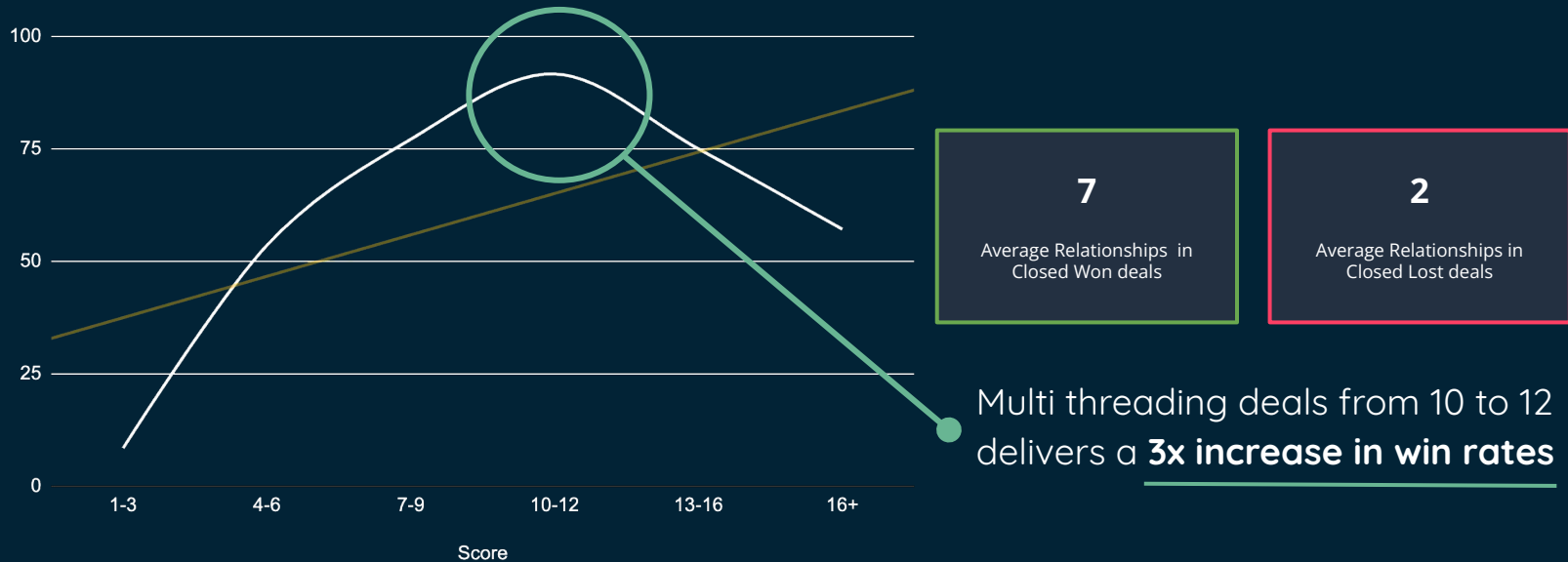
Source	Velocity	Win Rate	Deal Value	Sales Cycle	Won deals	Avg Relationships
Direct Traffic	9,635	32	11,027	39	34	9
Email Marketing	4,905	60	10,072	31	15	8
Offline	4,558	24	8,563	49	26	5
Referrals	1,127	25	38,332	34	1	10
Organic	140	8	4,190	30	1	2

Direct traffic delivers the highest velocity, email marketing the greatest win rate and referrals the highest deal value.

2. Contacts

How many relationships need to be multi-threaded?

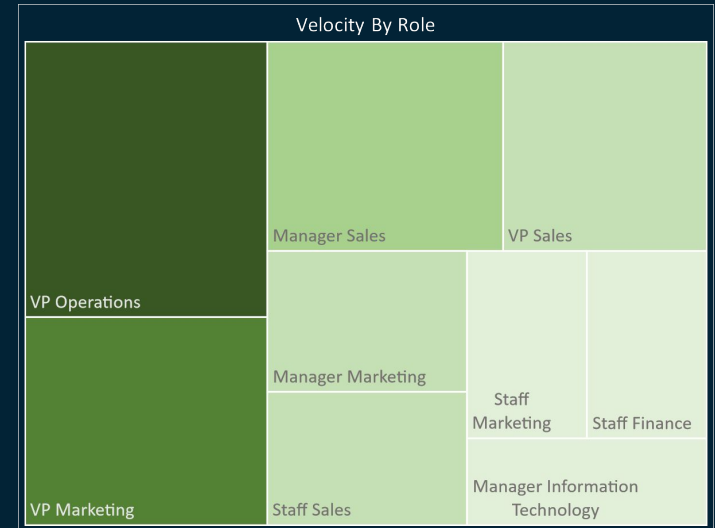
Analysis of how the number of relationships affect on new business opportunity Win Rates over the last 12 months.



What personas influence our deals?

How engaging with key personas affects key metrics

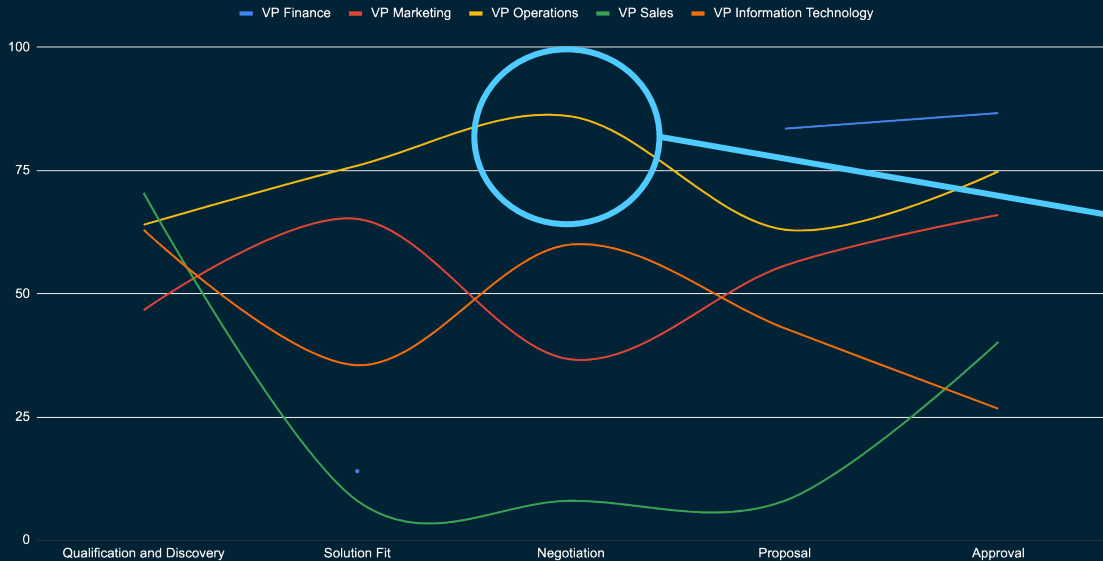
Role	Velocity	Win Rate	Sales Cycle	Deal value	Number of won deals	% Deals
VP Operations	6,761	51	38	12,725	39	5.26
VP Marketing	5,105	55	43	12,380	32	4.32
Manager Sales	4,980	69	36	10,280	25	3.37
VP Sales	4,309	63	47	10,348	31	4.18
Manager Marketing	2,850	47	49	11,000	27	3.64
Staff Sales	2,689	69	21	9,112	9	1.21
Staff Marketing	2,281	46	48	11,499	21	2.83
Staff Finance	2,270	79	26	6,876	11	1.48
Manager Information Technology	2,115	90	45	11,663	9	1.21



Engagement with **Senior Operations** and Marketing persona drive greatest sales velocity

When is the best time to engage these personas?

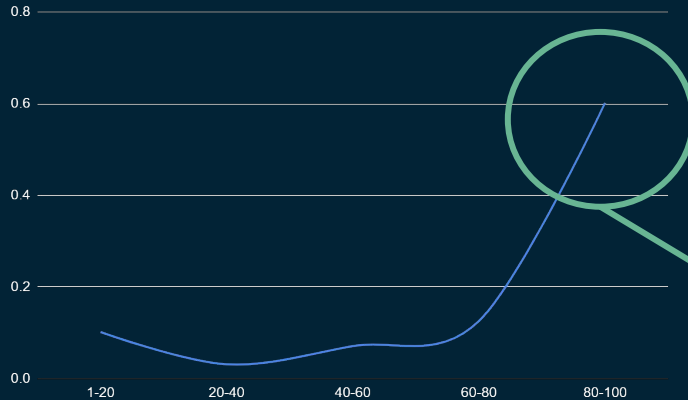
Optimal key persona engagement during sales lifecycle for won deals



Senior Operations Persona requires constant high engagement with early buy in from marketing, sales and IT.

Do we have strong relationships with our contacts?

Analysis of Engagement levels affect on new business opportunity Win Rates over the last 12 months.



81
Average Engagement Score in
Closed Won deals

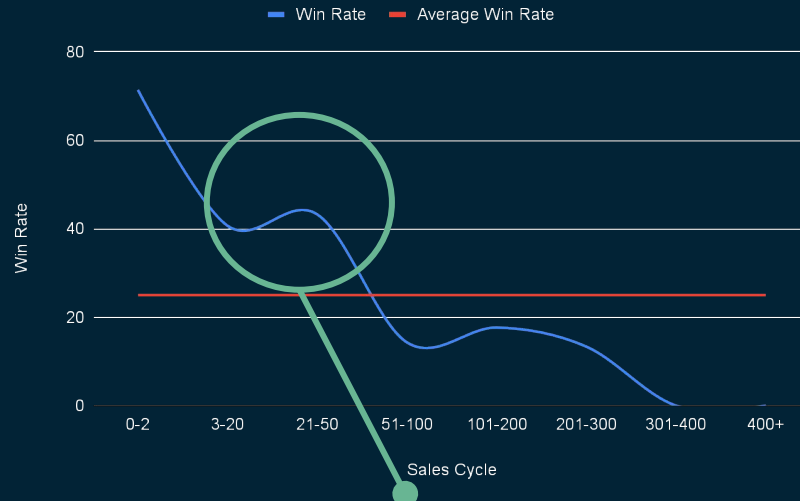
46
Average Engagement Score in
Closed Lost deals

By increasing engagement strength to 81-100 from 60-80 delivers a **4x increase** on win rates.

3. Process

How long should we be holding onto deals for?

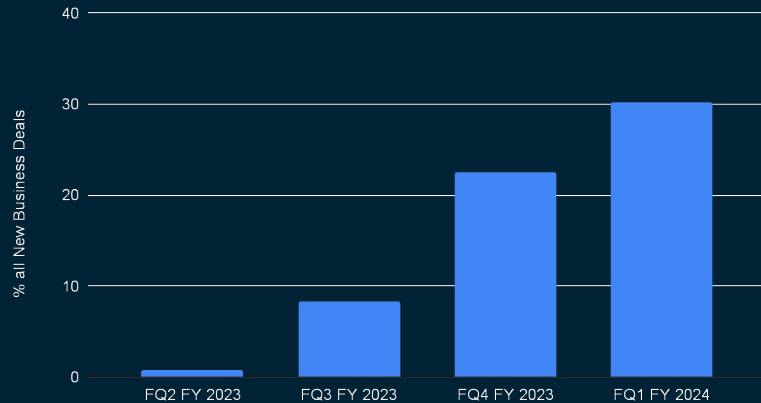
Analysis of the sales cycle of new business opportunities and the effect on Win Rates over the last 12 months.



Maintaining a sales cycle below **50 days** corresponds to an **above average Win Rate** with close rates materially reducing after 100 days.

What effect is MEDDPIC having on win rates?

Meddpicc Usage By Quarter



26%

of all closed opportunities
have used MEDDPIC (last 2
qtrs)

45%

win rate for opportunities that
have used MEDDPIC

18%

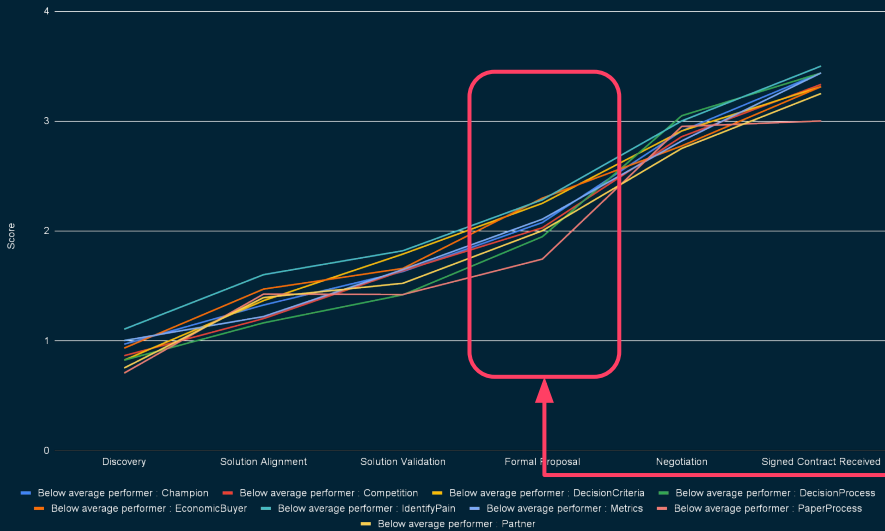
win rate for opportunities that
have not used MEDDPIC

MEDDPIC adoption increasing and delivering a **2.5x on win rate**

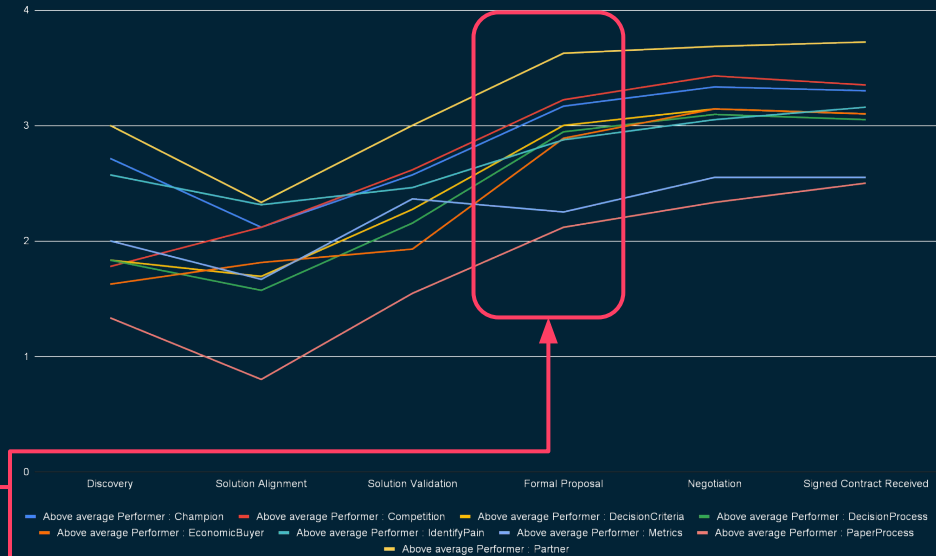
Is the sales methodology being adopted?

Splitting reps using MEDDDPIC into high & low performers, by split in velocity, to compare usage.

Below Avg by Velocity



Above Avg by Velocity



Lower performers consistently discover more as deal progresses versus **high performers having reached full discovery at Formal Proposal**

How does methodology adoption affect performance?

Splitting fields analysed into the key Discovery fields, analysing the win rate effect of cumulative scores

Economic Buyer, Metrics, Champion, Pain

BIG 4 score	Discovery	Solution Alignment	Solution Validation	Formal Proposal	Negotiation
0-4	19%	22%	28%	30%	30%
9-12	22%	30%	34%	39%	47%
13-16	30%	38%	53%	70%	92%

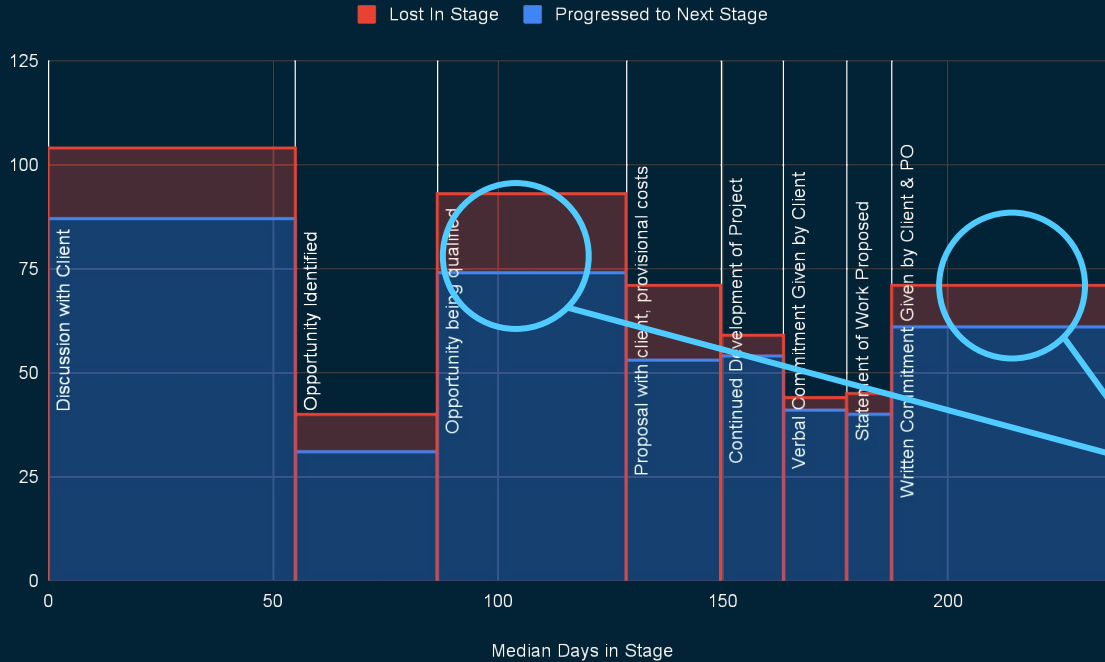
All Fields

score	Discovery	Solution Alignment	Solution Validation	Formal Proposal	Negotiation
0-9	17%	24%	30%	36%	38%
19-27	23%	32%	38%	42%	49%
28-36	35%	43%	53%	79%	93%

High adoption leads to greater win rates

Where are we losing the most deals?

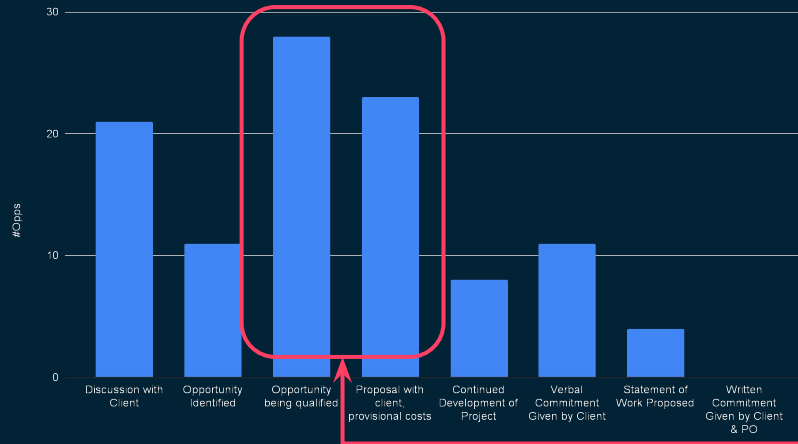
Analysis of deal progression and time in stage



Many deals being lost after commitment given + deals spending a long time being qualified

When are deals slipping?

Slippage by Stage



Slippage by Stage



Majority of deals are **slipping in the middle** of the sales process

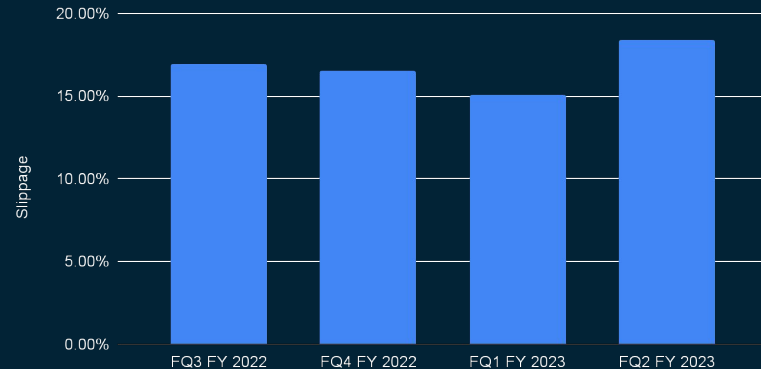
What is the impact of deals slipping?

Of the 152* deals that were slipped in the last 4 qtrs

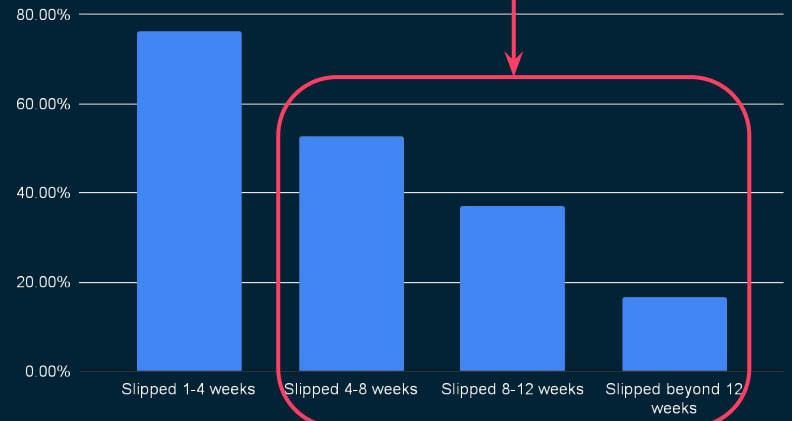
- Still open 0%(0)
- Won deals 44% (36)
- Lost Deals 56% (46)
- Win rate of slipped deals 44%

Percentage of Deals Slipped

Compared to the number of closed deals



Win Rate By Slippage



After slipping, the **chances of winning the deal fall** considerably as **time passes**

Where can our sellers improve throughout the sales process?

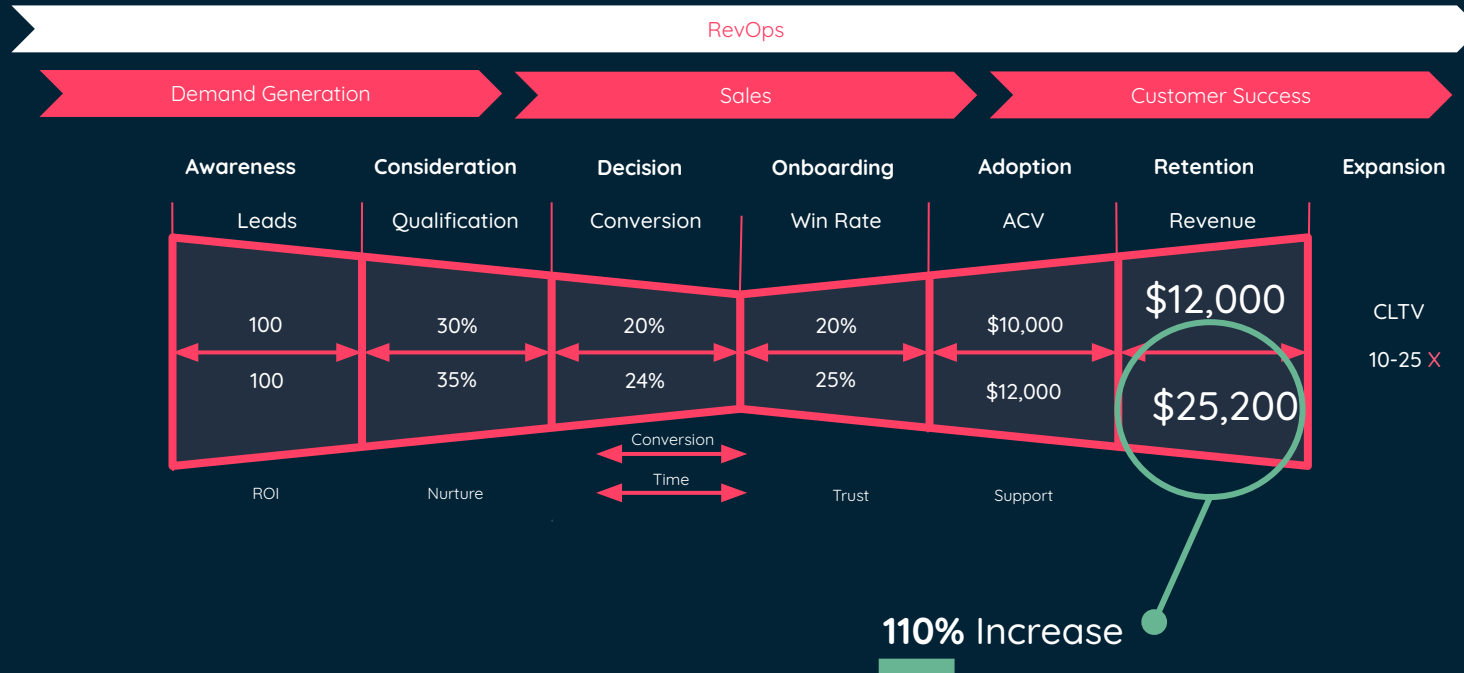
Stage progression and time in stage by AE (top and bottom sample by velocity). Top table showing all opps, lower table showing progressed opps. Note stage jumps and target time in stage

Total Opps	Identify		Diagnose		Propose		Trade		Commit	
name	Conversion	Duration (Days)	Conversion	Duration (Days)	Conversion	Duration (Days)	Conversion	Duration (Days)	Conversion	Duration (Days)
Wayne Hoffman	78.33%	29	76.47%	26	81.08%	30	85.71%	19	89.47%	11
Constance Velez	86.11%	15	64.00%	52	68.75%	39	85.71%	16	85.71%	7
Frances Hensley	80.00%	15	86.36%	13	90.48%	10	87.18%	19	96.67%	8
Milena Boyce	89.13%	15	76.19%	16	90.32%	14	89.66%	16	100.00%	4
Danyal Tyler	95.45%	37	66.67%	33	70.00%	31	100.00%	3	100.00%	4
Ahmad Pate	83.78%	20	85.71%	27	58.82%	44	80.00%	30	100.00%	15

Progressed Opps	Identify	Diagnose	Propose	Trade	Commit
Wayne Hoffman	18	11	20	11	7
Constance Velez	4	22	28	5	4
Frances Hensley	9	4	6	16	8
Milena Boyce	10	10	11	14	4
Danyal Tyler	35	27	27	5	4
Ahmad Pate	10	14	19	20	15

Key areas where deals are being lost and sticking in the funnel

Drive Results Across All Revenue Teams



Takeaways

- 1 Understand the highest velocity ICP and personas
- 2 Prioritize strong relationships when multi-threading deals
- 3 Identify where you are losing deals, and where they are sticking in pipeline
- 4 Build process around the factors winning you deals
- 5 Understand and utilize the factors with the greatest influence on revenue

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you win and lose
deals?



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