

# Sales Directorate

# Sales Strategic Priorities

- Assign an Account Manager to each account
- Increase product penetration
- Increase revenue growth per customer
- New logo acquisition
- Measure Sales Satisfaction on all customers
- Develop Account Plans for each customer
- Reduce customer churn

# Sales Objectives & KPIs

KPI	Unit	Current Score	H1 (Sept) Target	H2 (Apr 23) Target
% Customer Facing Activities	% Survey	35	45	60
% Growth Products in Pipeline	%	43	50	60
% QBRs Conducted with Customers	%	60	90	100
Value of Pipeline per AM	#	169,811	300,000	450,000
# Client calls / Account	Volume	20	25	30
Revenue & Margin vs Target	%	69	75	80
% Sales in Growth Products	Volume	8	12	20
% Sales from Multi-Solution Customers	%	73	75	80
% New Business vs. Renewals	%	3% NB	4%	6%
% Churn & Down-Sell	%	-1.76	-1.5	-1
Value of New Logos (Only for NB Team)	£	119,082	160,000	200,00
Value of New MRR Contracted (Only for NB Team)	£	6,492	8,000	10,000
Account Churn by AM	Volume	TBC	TBC	TBC
Avg. # Products per Account per AM		2.8	3.2	3.5
Revenue Intake Conversion Rate	%	30	40	50
Customers with account plan	%	19	60	100