



Free Trial Product Guide

Decipher's business intelligence solutions help you accurately analyze sales performance to **increase revenue, minimize risk, and reduce the cost of sales.**

Designed and built for sales organizations, **Decipher's** suite of solutions are easy to use, offer rapid deployment, and provide immediate value without the issues and costs of installing and maintaining traditional hardware and software. Decipher quickly uncovers sales pipeline risk and gives keen insight into your organization's true sales cycle.

During the Free Trial period, DecipherTech typically provides **up to 10 Sales Analytics** in the form of graphical charts with drill-down capabilities to the opportunity detail level. These come from a library of analytics in two critical areas of Sales Management:

Sales Win & Loss Analysis:

1. Sales Cycle for Wins
2. Sales Cycle for Losses
3. Average Age by Stage for Wins
4. Average Age by Stage for Losses
5. Wins by Industry
6. Wins by Account Employee Size
7. Wins by Account Revenue Size
8. Sales
9. Sales by Rep

Sales Pipeline Management:

10. Pipeline by Age
11. Pipeline by Stage
12. Pipeline by Type
13. Pipeline by Rep by Age
14. Pipeline by Rep by Stage
15. Pipeline by Rep by Type

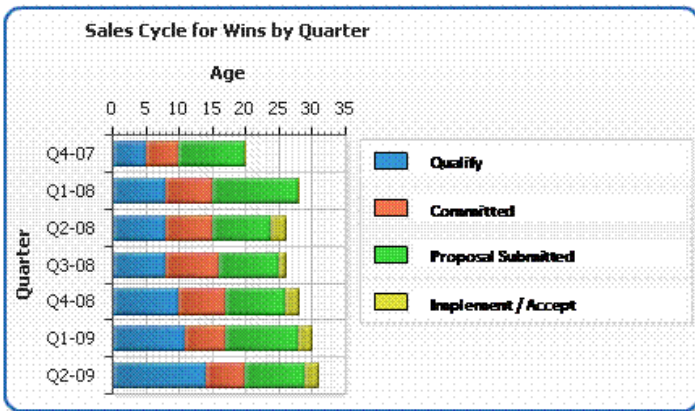
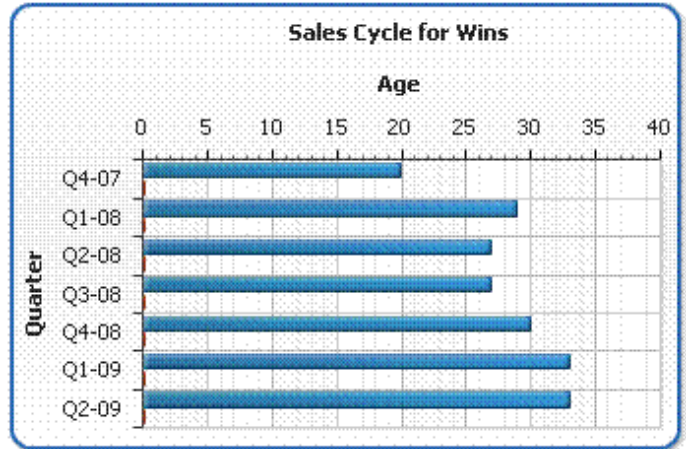
During the Installation and Setup process, DecipherTech works with its Trial Customers to determine the appropriate charts to be included in your Free Trial Period package, based on collaborative discussions about your business and areas of potentially high value from Sales Analytics insights.

Sales Win / Loss Analysis

History can be a good predictor of future success. Decipher provides the ability to analyze sales results and the history of wins and losses. These insights can be used to refine sales forecasts and, more importantly, provide the ability to improve sales priorities and performance to better duplicate these previous wins.

Sales Cycle for Wins

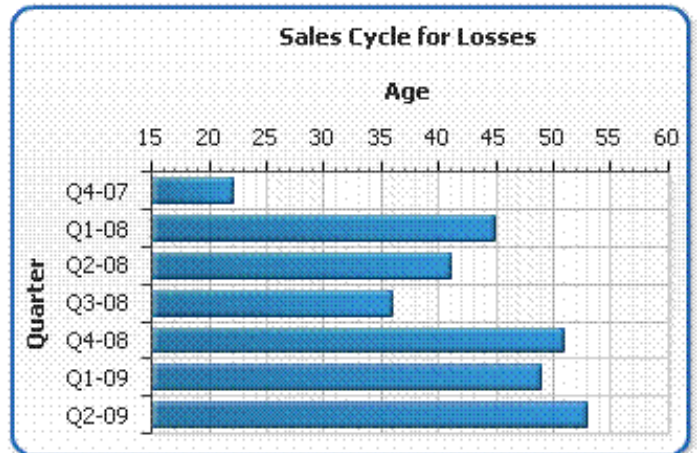
What do you know about your sales cycle? Most managers only have educated guesses. Few have ready access to the **most important facts**: has there been a negative change in the length of your Sales Cycle in the past year, since last quarter, or even last week? What stage in your Sales Cycle is taking the longest? Are you spending more time on "losing" deals than you are on "winning" deals (and why)?

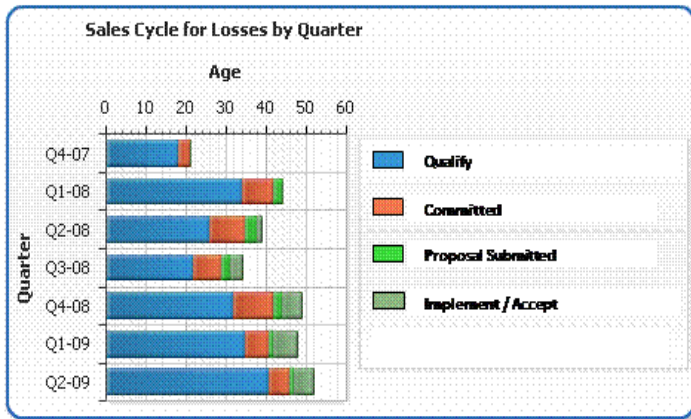


Drilling in another level and looking at a Quarterly view of the Sales Cycle for Wins shows visible trends, with the lengthening of the cycle being driven by specific stages of the sales process. Specifically the Qualify step is lengthening – the Wins cycle has increased about 5 days the past 4 quarters and the Qualify stage has increased by 7 days on average over the same period.

Sales Cycle for Losses

Comparing Sales Cycle for Wins to Sales Cycle for Losses can reveal very important insights about your sales priorities and problems. For example, Sales Losses typically take longer than Sales Wins (in the example at right, it is 2/3 longer) – **but do you know how much longer? And if it is getting worse, staying the same, or getting better?**

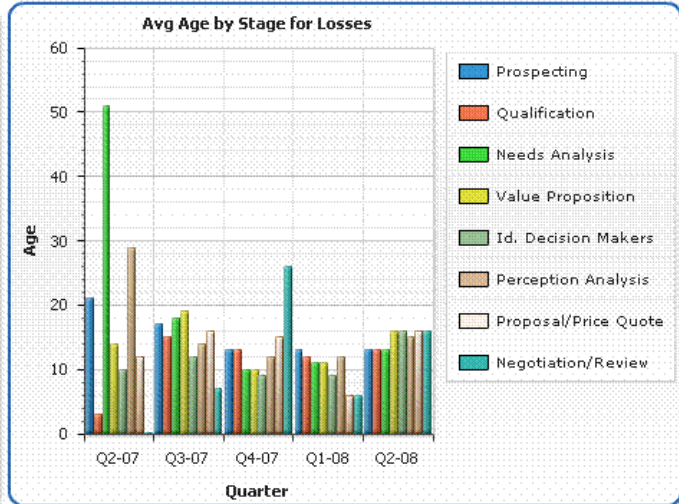
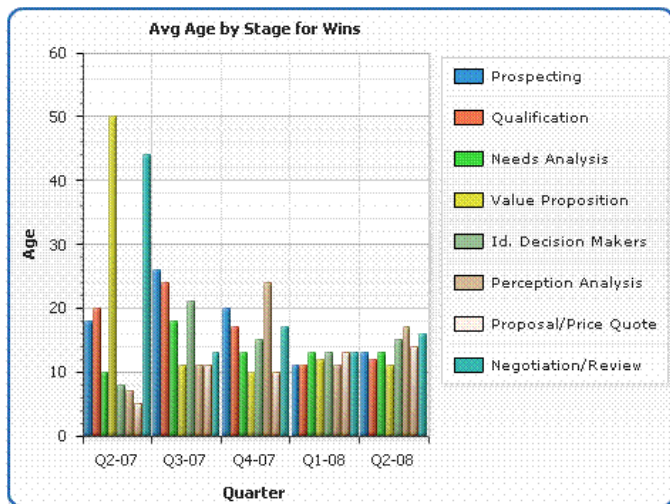




Drilling further into Sales Cycle reveals, in this example, the main culprit for the length of the losing sales cycle: the significant increase in time in the Qualify stage and also increase in Implementation. Comparing it to the Sales Cycle for Wins chart (above) shows that Sales Losses spend on average much longer – about 2 ½ times -- in the first stage than does the typical Sales Win. With this insight, you can set up and test rules of thumb to govern pipeline management: in these examples any opportunities aged to a certain threshold old, say 45 days, and any opportunity that spends more than, say, 15 days as “Qualified” should be reviewed to determine if they are worth continued pursuit.

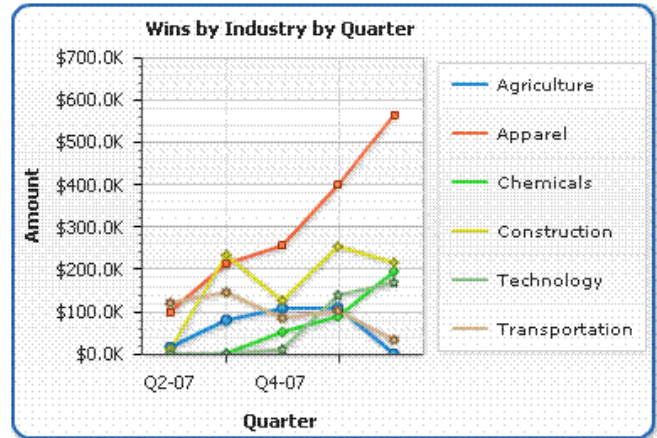
Average Age by Stage for Wins & Losses

Another way to look at the Sales Cycle is by individual stage and comparing it against other stages and across time. This can reveal very important insights about your sales process. For example, in the Wins category some stages may have changed significantly in a positive fashion, such as the Value Proposition stage on the left chart which has gotten markedly shorter over time. While others have changed in negative direction, such as Negotiation stage in Sales Losses category. Are these expected changes? Do they reveal where the sales process (or training effectiveness or sales priorities) need attention?



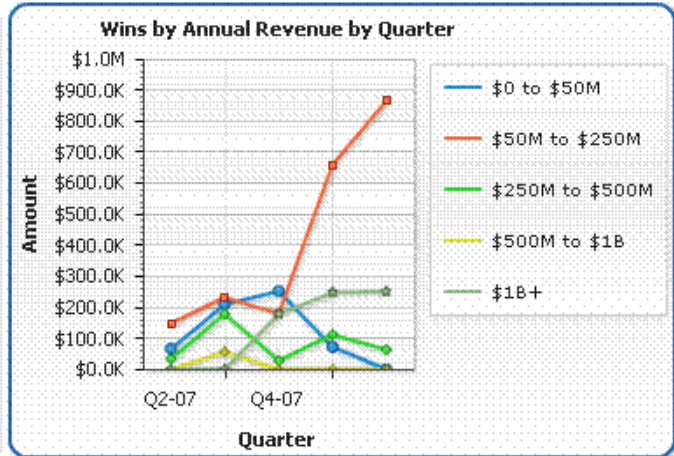
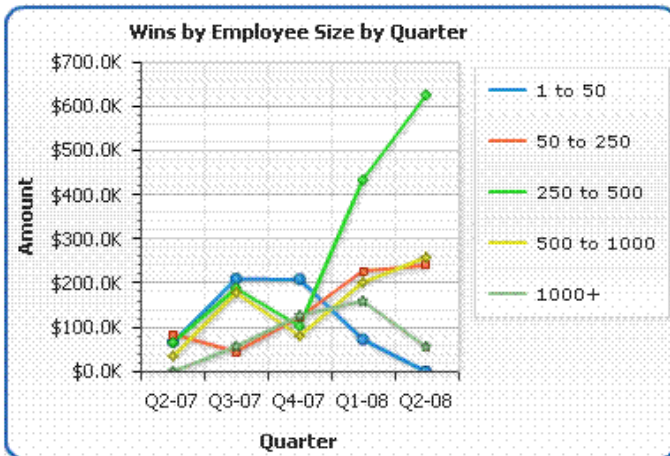
Wins by Industry

As markets change and competition evolves knowing where you are winning by Industry can be critical. For example, at right the Apparel industry has taken off as has Chemicals while Transportation and Agriculture are down. Should Apparel get added priority or is it overheated and due for a pull back? Drilling into Apparel will provide answers about specific opportunities that are being won, just as drilling into Transportation will show what customers have weakened or stopped ordering altogether.



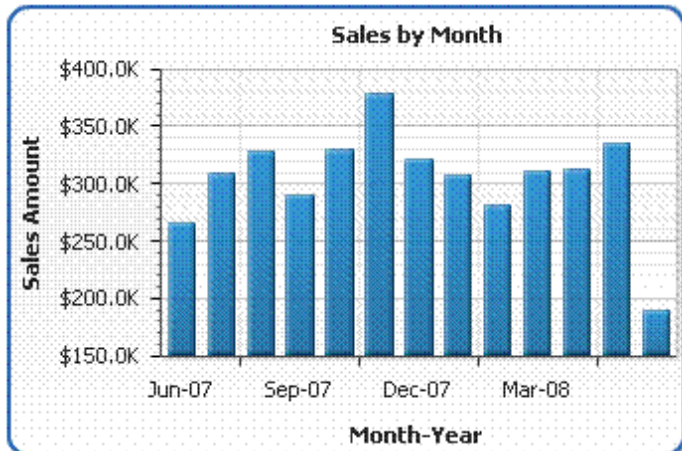
Wins by Employee Size & Revenue Size

Another perspective on sales performance is how sales wins vary across customer size, from two dimensions: one the left, how are wins varying and trending by Employee Size and on the right how wins vary and trend by Annual Revenue. Often these vary in tandem but not in all cases. Generally below the best success has come from “mid sized” customers (50-1000 in Employee Size and \$50-250 million in revenue) but another growth area has been large (\$1B+) customer.

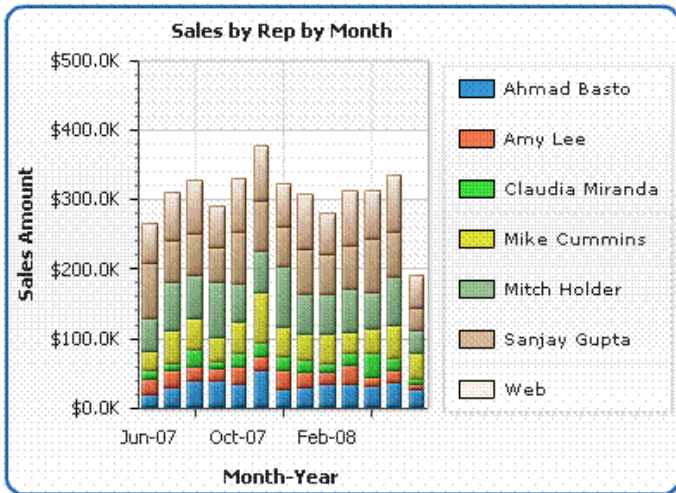


Sales by Month

A fundamental view of sales results is a chart by month of sales which clearly shows trends – in this case that sales are off year over year. The trend has been building slowly but fallen off abruptly in the past month.



Sales by Rep by Month



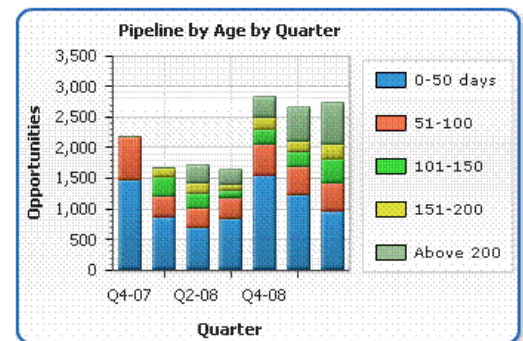
A basic next step is to look at these declining results by Rep. For example, in a declining sales environment Ahmad and Mike have increased sales year over year. And Amy and Sanjay have seen distinct declines in the same period. Mitch has held up well while Claudia has never been a top performer and has declined in same relative fashion as Ahmad and Mike. This chart exposes where the problems may be and where to give priority for further investigation, coaching or changes.

Improving Pipeline Management

The steady progression of opportunities through your Sales Cycle significantly impacts the success of your enterprise. Poor visibility into pipeline trends can lead to unknowingly allowing your revenue potential to slip into jeopardy.

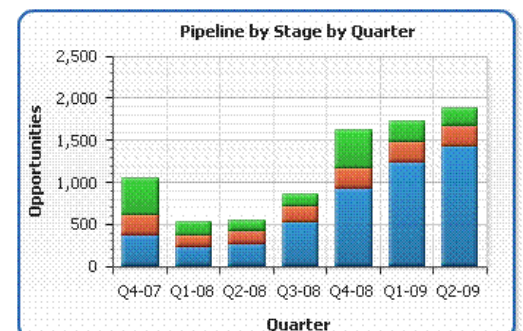
Pipeline by Age

To drive more revenue, increasing pipeline velocity is a key objective. When a sales pipeline is growing fastest in the Over 200 Days age category and shrinking the most in the Zero to 50 Days age category, it is an unhealthy sign. A healthy sales pipeline should instead show that "young" opportunities are steady or growing proportionally as the size of the pipeline is growing. Viewing aging over a number of quarters helps you clearly understand how well your velocity is holding up and how it might be changing, and can also drive changes in marketing or sales strategies that will improve pipeline velocity.



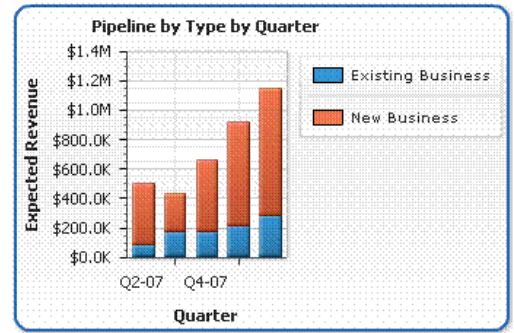
Pipeline by Stage

Setting sales priorities starts with knowing the status of each opportunity in the sales pipeline. You want to see a good proportion in later, close-to-closing stages. Even more valuable with the use of Decipher is the ability to compare and contrast trends over a time horizon for instance by quarter for the past 5 quarters. As an example, looking at the Pipeline by Stage shown here identifies that early-stage opportunities (in blue) are getting "stuck" and growing (where chance to win is a low %) and later-stage opportunities are shrinking (with higher % chance to win). This could indicate that future sales forecasts are in trouble.



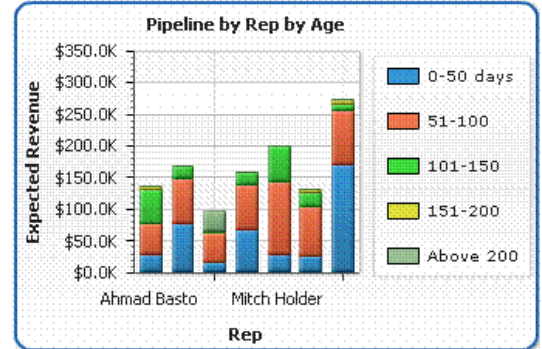
Pipeline by Type (new or existing)

It is critical to have a healthy balance of new and existing (repeat) customers in your pipeline. While the exact balance is driven by your unique business goals and situation, typically pipeline snapshots and trends that reveal extremes are early warning indicators of trouble ahead.



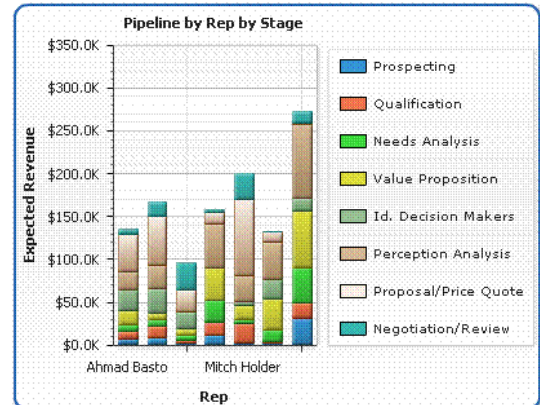
Pipeline by Rep by Age

Setting sales priorities also requires facts about the pipeline of each sales rep. Resources are always scarce and need to be focused on not just the best opportunities or channels but often assigning your best performing reps to the top opportunities. In addition, even a historically good sales rep's performance can vary over time and gaining visibility into these changes, particularly negative changes, is best viewed by assessing and drilling into your sales pipeline for each rep.



Pipeline by Rep by Stage

Sales reps can have quite different profiles when comparing their pipelines by stage. It might be a result of one rep being assigned opportunities that are different than the others but more importantly might be a rep with disproportionate number of opportunities that are "stuck" in certain stages. For example, the rep in the far right bar (see chart) has a clearly different pipeline (more opportunities, plus opportunities at every stage) than his peers. Reviewed regularly, this view can identify anomalies, make further analysis more efficient and pinpoint where someone is above or below the norm, or where a rep's trends are changing versus what results they were achieving in the past.



Pipeline by Rep by Type

Individual reps should have a healthy balance of new and existing (repeat) customers in their pipeline. The ideal balance is driven by your unique business goals and situation, yet typically pipeline snapshots and trends that reveal extremes are useful for pointing out early on if trouble is looming. For instance, Mitch (see chart) has good proportion of repeat business opportunities while other reps such as Ahmad are pursuing mainly new business (with probably lower chance to close and win than existing customers).

