



SALESWISDOM

Research findings on improved sales activity levels

Glasgow Caledonian University

September 2020



AVERAGE INCREASE IN CUSTOMER CONTACTS UP FROM BASE OF 100 TO 206 OVER 6 MONTHS



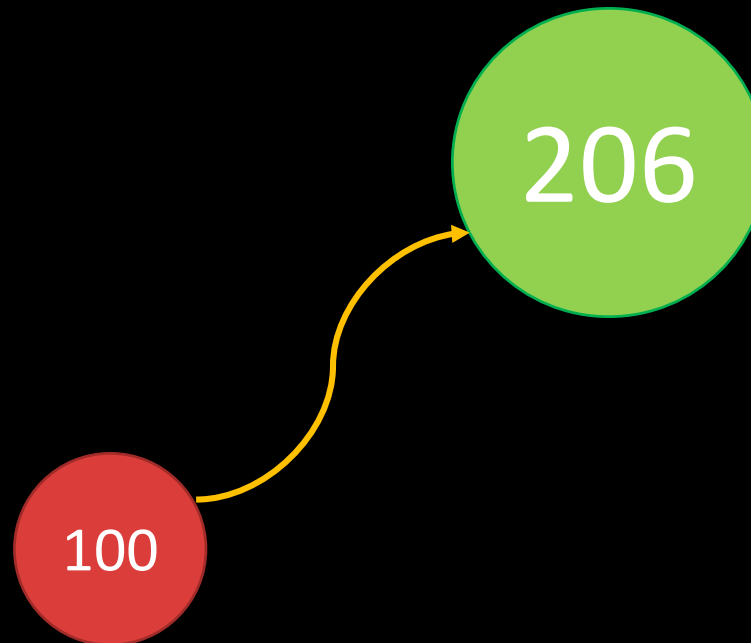
INDEPENDENTLY VALIDATED RESEARCH



EASY FOR SALESPEOPLE TO USE IN THE FIELD OR FOR REMOTE CALLS



QUICK AND CLEAR VIEW FOR MANAGEMENT



The underlying concept

- There are three levers that can be pulled to improve the sales result
- Activity – the right quantity of sales contacts
- Concentration of effort – talking to the right people in the right organisations about the right things
- Effectiveness- selling in the right way
- This research project looked at how the levels of activity can be improved

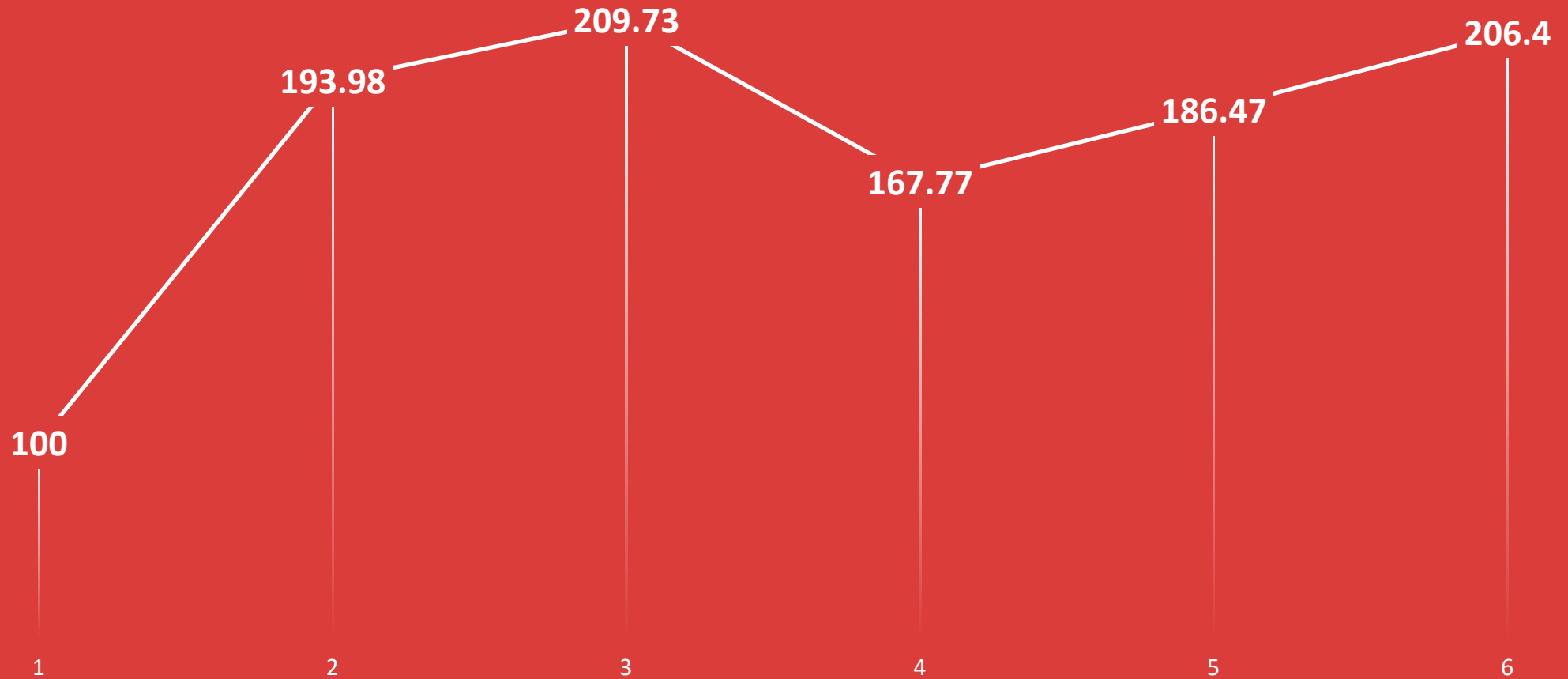
The research project

- A research project analysing i-Snapshot data
- The project was undertaken as part of a dissertation for an M.Sc.in Big Data under the supervision of Dr. Yan Zhang and Professor Gordon Morrison of Department of Computing, Glasgow Caledonian University
- The research was conducted July-August 2020
- The M.Sc. was awarded a Distinction
- 10 i-Snapshot clients were selected at random
- 107,302 customer visits were analysed

What the research measured

- The customer calls were split into 4 week blocks
- The number of calls in block 1 (the start point) was described as **100**
- By block 6 the number of recorded calls had risen to **206**
- This improvement was sustained and by block 13 (the end of the first year of use) the number held at **187**

AVERAGE 10 CLIENTS OVER FIRST 24 WEEKS OF APP USE



AVERAGE 10 CLIENTS OVER FIRST YEAR OF APP USE



Implications

- Increase sales resource
 - Equivalent of taking a team of 10 to a team of 18
- Increase transparency on levels of activity
- Reduce cost of each sales call
- Create sound basis for improving concentration of effort and effectiveness