



# Internal Executive Summary

## Presented by Sales Leadership

Publicly Traded Technology Company using Google G Suite,  
Salesforce CRM and Vonage Hosted VoIP



## Value to Technology Field Sales and Leadership Teams

*“I recommend we purchase Prodoscore for the entire sales teams.” - Regional VP*

Next are the four key use cases we found while using the productivity tool:

Activity = Appts = Revenue · Gamification  
Destination Employer · Tool Adoption



# Prodoscore's Value to Technology Field Sales & Leadership Teams

## **Activity = Appts = Revenue**

We found correlation between top sales professionals and their score over the trial. No surprise, but higher activity output and score correlated with our leaders in revenue over the last year.

## **Gamification**

Drive Competition between Reps · Rep Accountability Reps receive · Daily Score of performance, which is then stack ranked against peers.

This ranking drove daily competitiveness between them and is constantly being benchmarked. Also, their activity increased after roll out, because now they know they are being scored.



# Sales Professional Activity vs. Revenue Written

## Correlation with top performers and revenue.

Joshua and Angelica are top sales professionals, and over the trial they always set the pace with the highest scores. Jacob on the other hand is an employee we are going to have to put on a performance plan based on results and activity.

The data has really allowed us to accurately coach the team accordingly to Business Activity = Appts = Revenue.

Full Month of Prodoscore Data Pulled from 1/2/18 to 1/31/18, while they were aware of the tool

Employee name	Manager name	Prodoscore ^	Performance
Becky Johnson	Bobby Flemming	78	↑ 5%
Angelica Perrin	Sara Smith	78	↑ 6%
Shannon Lawson	Bobby Flemming	77	↑ 10%
Joshua Brady	Bobby Flemming	71	↑ 9%
Spencer Loving	Sara Smith	70	↑ 22%
Ronald Howard	Sara Smith	67	↑ 7%
Jacob Wyatt	Bobby Flemming	58	↓ 0%

90 Day Snapshot of Revenue to Show Typical Sales Revenue

REP	NOV	DEC	JAN	Last 90 Days	My Opinion (A, B and C Players)
Angelica	\$4,183.00	\$6,626.00	\$7,844.00	\$18,653.00	A
Joshua	\$5,251.15	\$354.00	\$490.00	\$6,095.15	A
Becky	\$1,685.80	\$616.00	\$3,489.00	\$5,790.80	A
Ronald	\$4,008.87	\$185.00	\$567.00	\$4,760.87	B
Spencer	\$2,646.50	\$10.00	\$1,389.00	\$4,045.50	B
Shannon	-\$31.09	\$1,504.00	\$796.00	\$2,268.91	B
Jacob	\$217.30	\$123.00	\$45.00	\$385.30	C



# Prodoscore's Value to Technology Field Sales & Leadership Teams

## Remote Worker Productivity

Destination Employer · In some use cases remote employees were more efficient than in the office, but in other scenarios less productive. Prodoscore helped me to effectively manage the employee based on their individual productivity patterns for maximum output and work satisfaction.

## Tool Adoption

Given the score is driven off of using the valuable tools we provide them, Prodoscore leads to adoption of Salesforce and other business apps, which in turn drives higher score and more information for the manager.

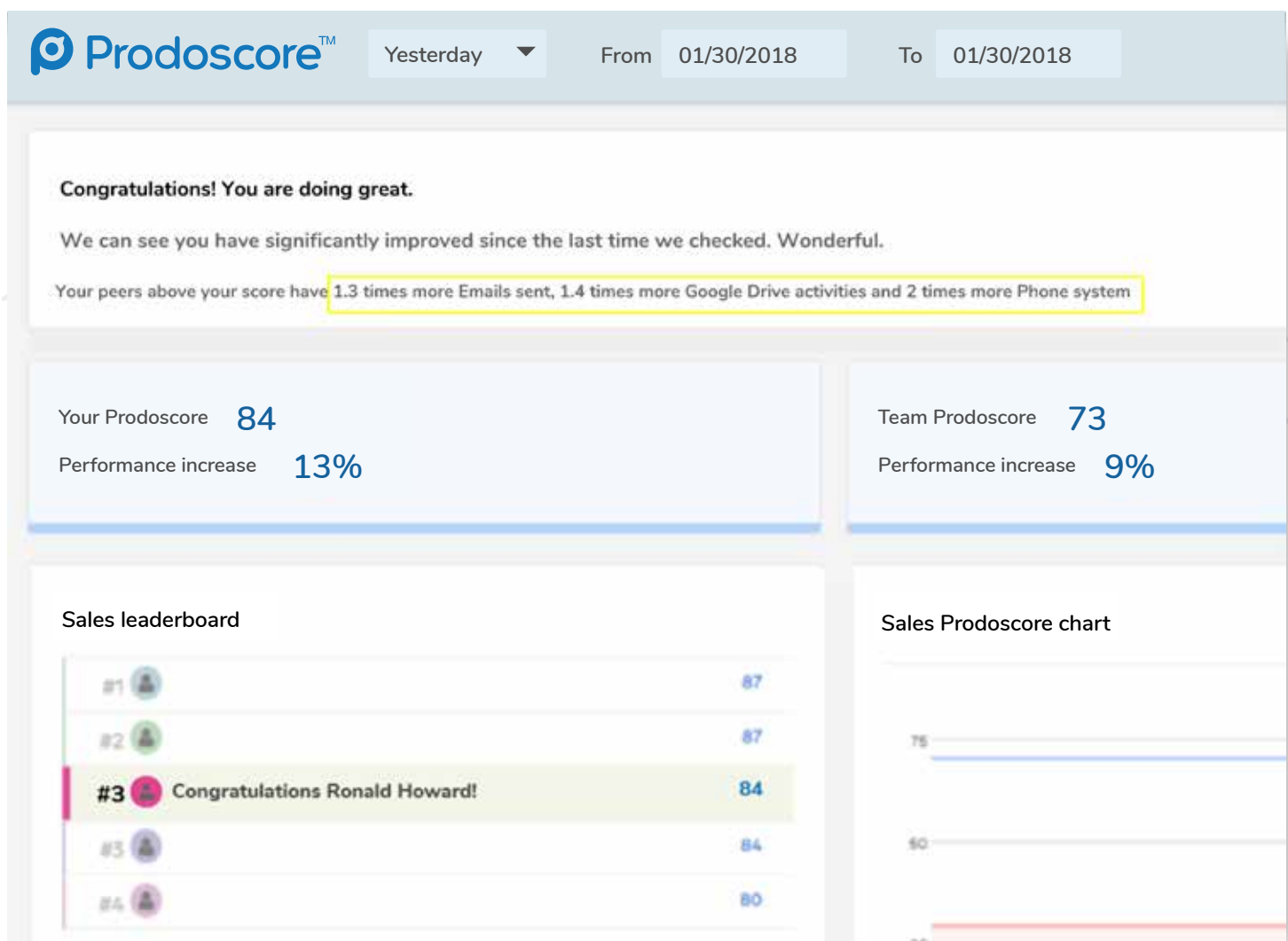


# Sales Professional Gamification Culture

## Rep View Login to Software

Show reps where they stack and provides feedback on why their peers are top ranked.

Example: 1.3x more Email, 2x more Phone Systems. Given that higher scores correlate to more revenue, they learn where to focus and which activities to do more.

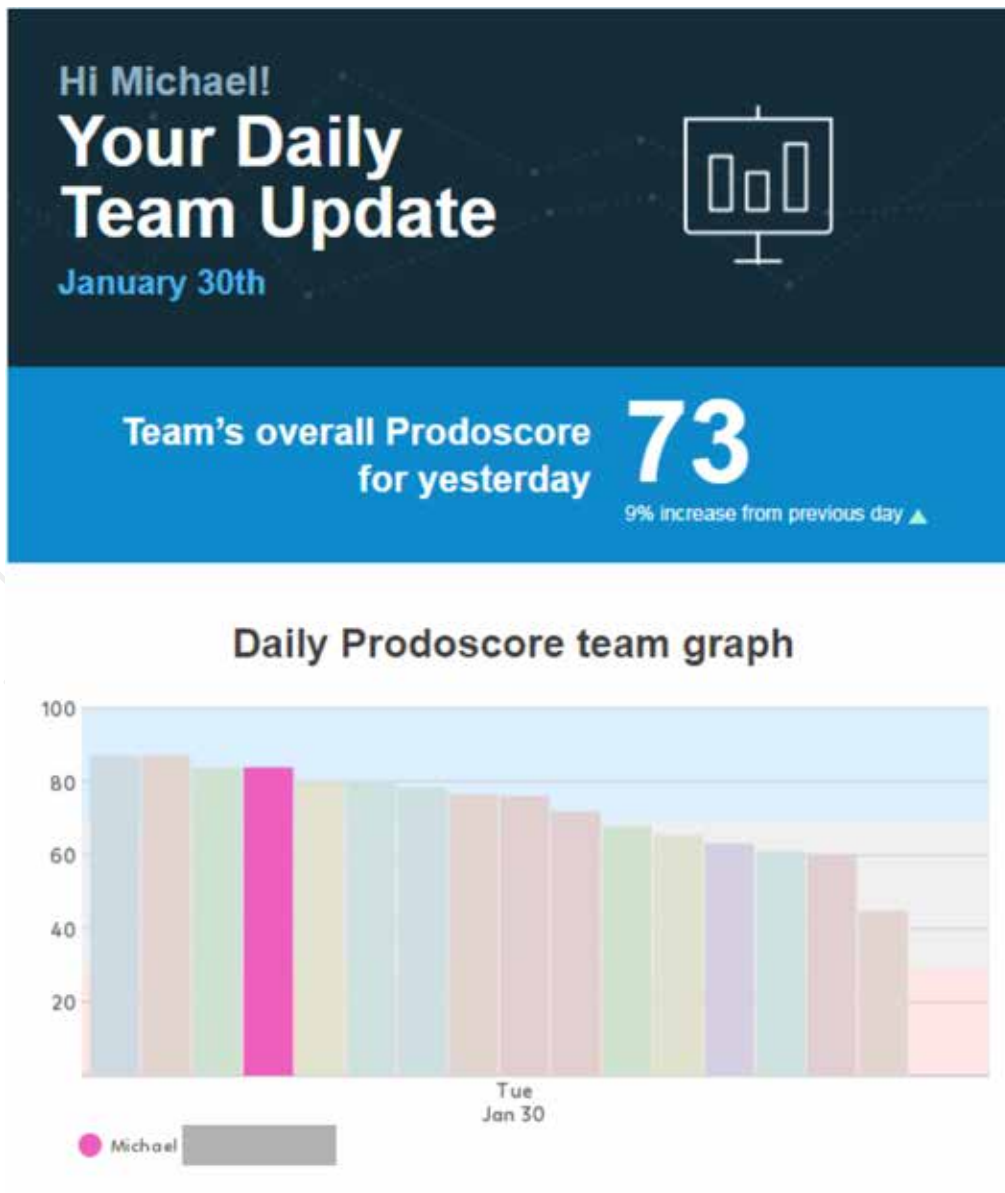


# Sales Professional Gamification Culture

## Email

Countless times when the email would go out in the morning, we would hear reps gloating over their scores and where they ranked accordingly.

Great motivational driver between their peers, especially the competitive ones!





## November Scores - Average = 61

(2 Weeks Data)

Employee name	Manager name	Prodoscore *
Becky Johnson	Bobby Flemming	73
Joshua Brady	Bobby Flemming	67
Shannon Lawson	Bobby Flemming	62
Angelica Perrin	Sara Smith	62
Ronald Howard	Sara Smith	59
Jacob Wyatt	Bobby Flemming	55
Spencer Loving	Sara Smith	53

## December Scores - Average = 60

Employee name	Manager name	Prodoscore *
Becky Johnson	Bobby Flemming	71
Angelica Perrin	Sara Smith	69
Shannon Lawson	Bobby Flemming	64
Joshua Brady	Bobby Flemming	61
Jacob Wyatt	Bobby Flemming	60
Ronald Howard	Sara Smith	57
Spencer Loving	Sara Smith	39

## January Scores - Average = 72

(Rolled out January 2nd to the team)

Employee name	Manager name	Prodoscore *
Becky Johnson	Bobby Flemming	78
Angelica Perrin	Sara Smith	78
Shannon Lawson	Bobby Flemming	77
Joshua Brady	Bobby Flemming	71
Spencer Loving	Sara Smith	70
Ronald Howard	Sara Smith	67
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# Not Knowing vs Knowing

20% increase  
productivity per employee



1.6 hours per day



384 hours per year



\$11,520 per year



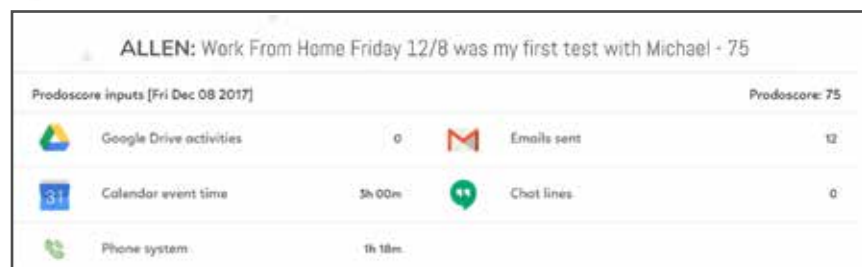
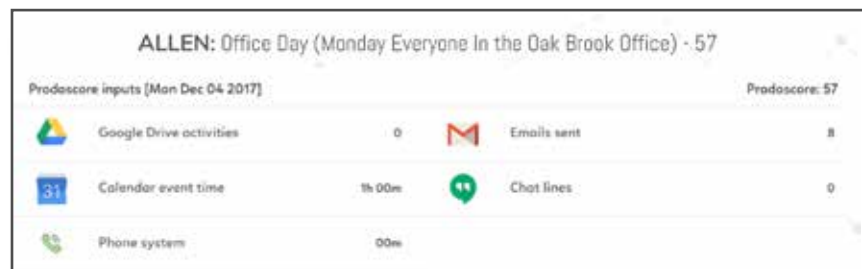
# Maximizing Efficiencies to Create Destination Employer

## Work from Office vs at Home - Allen and Grace

At this time, Allen was unaware we were using Prodoscore as a tool. We didn't roll it out until January. It allowed us to have an open conversation with him in regards to his productivity in the office vs home and why such a large spike.

Allen has to drive about an hour both ways from the city to get to the office, this instilled the confidence we needed to allow him to be more productive and have a better balance vs. 2 hours of windshield time.

We wish this was always the case. Grace was the complete opposite and activity dramatically took a downturn when she worked from home. Leadership gains visibility into maximizing rep productivity and can make data driven decisions.



**By removing Allen's morning commute, his productivity sky-rocked**

Employee name	Prodoscore ^
Allen Hansen	57
Grace May	39

# Sales Professional Tool Adoption

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## Vonage MobileConnect Use Case

I have a specific example of how Prodoscope helps our adoption of other tools. I noticed John was scoring '0' for a week with the phone system.

I had him walk me through how he uses Vonage MobileConnect and he said, "It has not been working for a while and needs to get it fixed."

Great coaching opportunity for myself to engage our support team and walk John through fixing it and getting him to commit to using it. Might not seem like a big deal, but I would have not had this visibility without Prodoscope. You can see from the numbers, he always uses the app moving forward to help improve his score.

Also, by him not using his Vonage Mobile Connect, he was not taking advantage of the integration with Salesforce. All around great coaching exercise.



You can see from the numbers, he always uses the app moving forward to help improve his score.



salesforce

# Sales Professional Tool Adoption

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## Salesforce Integration

We are planning integrate Prodoscore with our Salesforce instance soon. It'll likely be most valuable data for us.

I love the idea of being able to see the correlation of data for Opportunities Created, Events (First Appointments), Leads Entered and Chatter Activity (which I have been trying to get my team to use for collaboration on deals).

The integration will be great to verify reps are working in Salesforce and help with coaching.





# General Feedback

## **Allows leadership to trust employees.**

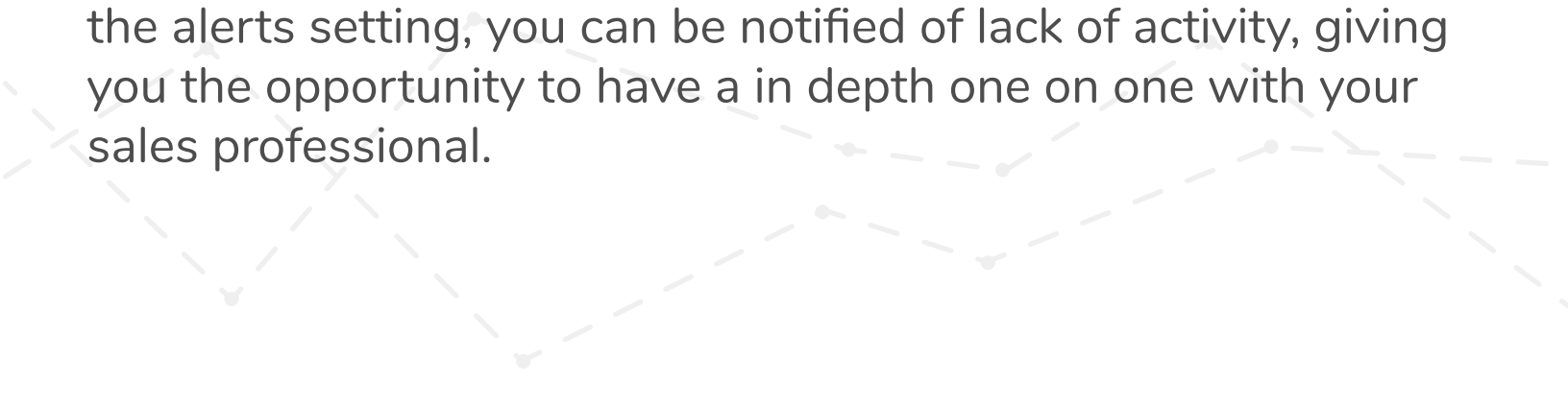
You might always question a reps overall work ethic and activity. But, this tool provides you the comfort in knowing that your team is putting in the effort, and you can see that from the click of a button.

## **“Big Brother”**

The reason why Prodoscore was such a success for us is because we never used the tool in that fashion. It was a great way to uncover coaching opportunities for 1 on 1s, but we never reverted back to the score as if we didn't trust them. It was always used in a positive fashion to highlight great activity and scoring to reward those putting in the correct activity volumes. A great teaching tool.

## **Improve Rep Attrition**

Sometimes we don't know when a rep gets frustrated and shuts down. Often, by the time you realize it, it is too late. With the alerts setting, you can be notified of lack of activity, giving you the opportunity to have a in depth one on one with your sales professional.





Now that we have Prodoscore,  
we don't want to be without it. We have  
become better team leaders. And if  
used properly, it can really help our Field  
Sales Teams drive the right behaviors,  
which in turn drives REVENUE!