



Kraytix

FRONTRUNNER

Consistently generate higher quality leads



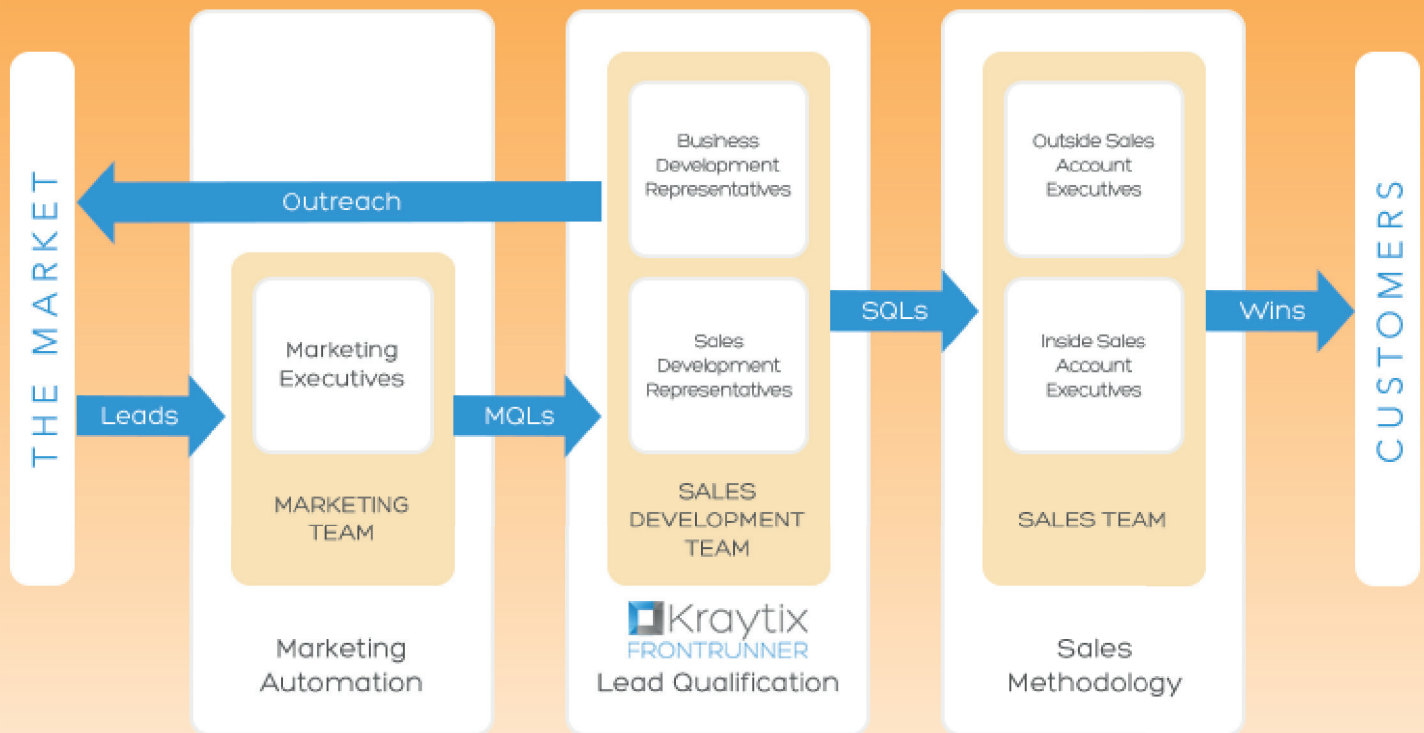
- ✓ Lead qualification scorecards for Salesforce®
- ✓ Designed specifically for sales development teams
- ✓ Improves the quality of leads handed over to sales teams
- ✓ Aids performance management, onboarding and coaching
- ✓ Aligns marketing, sales development and sales teams
- ✓ Improves pipeline and forecast accuracy



registered ISV
partner



available on
AppExchange



Sales development and lead qualification

What is FrontRunner?

Increasing lead to deal conversion rates in complex, multi-stakeholder sales cycles requires effective lead qualification. Ideal customer profiles and qualification criteria tailored to your business, offerings and channels ensures that you target prospects where there is a great fit between what the prospect needs and the value that your company delivers.

FrontRunner is a lead qualification scorecard app for Salesforce® that helps sales development teams consistently generate higher quality leads. It uses a structured approach to convert leads received from the marketing team into qualified leads that are passed to the sales team. The sales and marketing teams are better aligned, the sales development team is more effective and the sales team can focus on closing great leads. The result is a more accurate pipeline, improved close rates and increased revenue.

What FrontRunner Does

Lead qualification scorecards are created from Template Scorecards. FrontRunner comes preloaded with sample Template Scorecards including BANT, SCOTSMAN and MAN that your teams can start using straight away. FrontRunner administrators can modify these Template Scorecards or create new ones tailored to your business; they can be as complex or simple as you like. Scorecards can be attached to Salesforce® Leads so that you can easily track a Lead's level of qualification against an ideal customer profile and qualification criteria. Scorecards can also be attached to Salesforce® Opportunities if you want to perform a deeper level of qualification further into the sales cycle.

Scorecards such as MAN consist of Categories, i.e. Money, Authority and Need. Each Category consists of one or more Criteria, which are questions that the sales development representative needs to get answers to. Each Criterion can have a range of Criterion Outcomes, or answers to the questions, each with a different Criterion Score. The Criteria Outcomes are used to calculate Criteria, Category and Scorecard scores. As the sales development representative populates the Scorecard with Criteria Outcomes, the Scorecard will change from red, to amber and hopefully to green. The higher the Scorecard score, the better qualified your lead is!

Snapshot Scorecards help you track how a Scorecard is trending over time. Snapshot Scorecards can be created at any time; however, most sales development teams will snapshot their Scorecards at the end of the week or just before their weekly team status meeting. As you populate your Scorecard with Criterion Outcomes and you snapshot your Scorecards, you will be able to see how the scores change over time and how the Scorecard changes from predominantly red to amber and hopefully to green.

The FrontRunner Value

Head of Sales Development

"FrontRunner allows me to performance manage inhouse and outsourced sales development functions. It provides me with the information I need about lead qualification quality, quantity and velocity that enables me identify areas that need improvement. It helps me to onboard new team members and to coach existing members against a common process."

Sales Development Representative

"With FrontRunner I can switch between the leads that I am assigned and easily keep track of how far through the qualification process each lead is. I can compare the qualification status of all my leads to see where I should focus my efforts. I also like having the evidence to show that I've achieved my quota so that I can be paid my quarterly compensation on time!"

VP Sales & Marketing

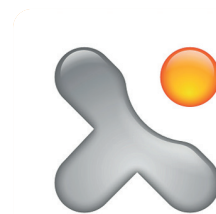
"With FrontRunner I can define our ideal customer profile and qualification criteria that are consistent with the go to market strategy that we have created. It aligns the activities of our marketing, sales development and sales teams and helps me build a pipeline and forecast that I have confidence in reporting to the CEO and CFO."

Account Executive

"Since the sales development team has started using FrontRunner, the quality of leads that they pass over to me has definitely increased. I'm wasting less time working on leads that I eventually qualify out myself, allowing me to focus on leads that are not only more likely to convert to customers, but to customers that also fit our ideal customer profile."

Features

- > Attach graphical red/amber/green Scorecards to Salesforce® Leads and Opportunities to qualify them against ideal customer profiles and qualification criteria
- > Build and maintain a library of Template Scorecards to create Scorecards from that are tailored to your company's offerings, target market and sales channels
- > Create your own Template Scorecards or use the pre-loaded BANT, SCOTSMAN and MAN Template Scorecards that can be modified or used as-is
- > Make Snapshot Scorecards to illustrate how a Scorecard's status is trending over time as it transitions from red, to amber and to a qualified green
- > Run Salesforce® reports and dashboards that include FrontRunner data, such as Leads grouped by Lead Owner, ordered by Scorecard Score and summed by Annual Revenue
- > 100% Salesforce® native for Salesforce® Classic and Lightning Experience



We've been working with Kraytix for a few weeks now and have a team of 5 Sales Consultants using FrontRunner. The Digital Scorecard automates a lot of manual work we were processing weekly and helps us understand, analyse and progress deals faster than ever before. Kraytix have been incredibly responsive and patient with us, helping us to get the

right structure and data to meet our needs. We've been on a bit of a journey together and we have been incredibly impressed with the updates and usability of FrontRunner - especially in the new Lightning Experience. I'd highly recommend FrontRunner to any organisation looking to keep all their data in Salesforce and avoid messy and time consuming spreadsheets. A must-have app for sales managers!

Russ Boreham - Head of Sales and Business Development, T-Impact

Benefits

- > Designed specifically for sales development teams to improve lead qualification efficiency and effectiveness
- > Improved pipeline value and quality, shorter sales cycles, better close rates and increased revenue
- > Graphical red/amber/green Scorecards that everyone in the business can understand improves lead status visibility
- > Aligns marketing, sales development and sales teams around an ideal customer profile and qualification criteria
- > Standardised lead qualification process measures quality as well as quantity of leads passed to the sales team
- > Easier onboarding and performance management of in-house and outsourced sales development teams
- > 100% native Salesforce® AppExchange® app that has completed the Security Review to protect your data

Business Case

- > On average, Account Executives are made 16% more productive with Sales Development Representative support [Ref. 1]
- > 10% closing rate goes to 17% when you separate setters and closers - Ken Krogue [Ref.2]
- > Passing leads to a sales development team rather than quota carrying Account Executives increases conversion to opportunities from 5% to 40% [Ref. 3]
- > A 5% increase in Account Executive selling time yields 20% increase in revenue and a 15% decrease in the length of the sales cycle can yield a 30% increase in revenue [Ref. 4]
- > Organisations with strong marketing and sales alignment average a 76% higher contribution to revenue from marketing and a 44% higher lead acceptance rate [Ref. 5]

References

1. Bertuzzi, M. (2016). **What's the Minimum ASP Where Sales Development Makes Sense?** [Blog] Inside Sales Experts Blog. Available at: <http://blog.bridgegroupinc.com/all> [Accessed 11 th Mar. 2017]
2. Meyer, S. (2015). **The Biggest Trend in Sales Today: This Thing Called Sales Development.** Forbes , [online] Available at: <https://www.forbes.com/sites/stevemeyer/2015/01/30/the-biggest-trend-in-sales-today-this-thing-called-sales-development> [Accessed 11 th Mar. 2017]
3. Rosenberg, C. (2014). **The Sales Development Team: A Proven Framework for Success.** [Blog] TOPO Blog. Available at: <http://blog.topohq.com/> [Accessed 11 th Mar. 2017]
4. Marketo, Inc. (2012). **Definitive Guide to Lead Qualification and Sales Development.** [ebook] Available at: <https://uk.marketo.com/definitive-guides/sales-lead-qualification-and-sales-development/> [Accessed 11 th Mar. 2017]
5. Moravick, A. (2017). **Foster Marketing and Sales Alignment, or forget about hitting your goals.** Aberdeen Group , [ebook] Available at: <http://aberndeen.com/research/16091/16091-RR-Marketing-Sales-Alignment-AM.aspx/content.aspx> [Accessed 19 th Apr. 2017]

Scorecards

FrontRunner scorecards can be attached to Salesforce® leads or opportunities so that a prospect's level of qualification against an ideal customer profile and qualification criteria can be easily tracked and reported.

FrontRunner

HomeLeads▼Opportunities▼Scorecards▼Template Scorecards▼Settings

Scorecard

Scorecard: Jane Jones, Kraytix Autosport

Back to parent Lead

StatusTrendDetail

Edit

Weeks of history: 4

Category Name	Criterion Name	Criterion Outcome	Criterion Score	Week - 1	Week - 2	Week - 3	Week - 4
Budget	Does the customer have a budget for this opportunity?	There is a budget pool that multiple projects are competing for	5	5	0		
	Is the budget sufficient to procure our solution?	The budget is sufficient to procure our solution	10	10	0		
Authority	Is the customer's authorisation process understood?		0	0	0		
	Do we know who has the authority to make the purchase?	The budget holder is known but we have no relationship	6	6	0		
Need	Do we know why the customer needs to make this purchase?	The procurement drivers are partially understood from a range of sources	7	0	0		
Timeframe	Is the customer's buying timeline understood?		0	0	0		
Scorecard Score:			28	21	0		

Criterion Outcomes

At the heart of FrontRunner scorecards are criteria, or questions, that need to be answered to qualify a prospect. Each criterion has multiple criterion outcomes, or potential answers, each with a different score that contributes to the scorecard score.

The customer will not share the buying timelines with us (-5)

The buying timelines are partially understood from a range of sources (5)

The buying timelines have been officially shared with us (10)

✓ --None--

Template Scorecard Library

Build a library of template scorecards that are tailored to your products, services and target market. Use the supplied BANT, MAN and SCOTSMAN templates as a starting point or create your own templates from scratch.

FrontRunner

HomeLeads▼Opportunities▼Scorecards▼Template Scorecards▼Settings

TEMPLATE SCORECARDS

All▼

New

3 items • Sorted by Template Scorecard Name • Last updated a few seconds ago

SettingsListGridRefreshEditShareFilter

TEMPLATE SCORECARD ...	ACTIVE	RAG AMBER SCORE	RAG GREEN SCORE	MIN SCORE	MAX SCORE
1 BANT	✓	10	30	-30	60
2 MAN	✓	5	20	-15	30
3 SCOTSMAN	✓	50	150	-100	200