



Executive Sales Wins

Key Features

- Quarterly and Yearly KPIs for Sales based on Deal Trends, Contract Size, Pipeline by Category, Closed Deals, Actuals vs. Target.
- MQLs metrics Leads by Score, Source, Age, Month, Owner and Status. Leads Pipeline by Month and Score.

“Marketing Insights from West Coast Consulting Group incorporates industry best practices, tracking key performance indicators for Sales and Marketing teams”

- Joerg Rathenberg, CMO Lex Machina

WCG Sales Insights, a solution from West Coast Consulting Group, is available as a managed package on the Salesforce AppExchange. It provides you with a system of predefined reports and dashboards that help managers track quarterly and yearly targets, deal trends, pipeline and lead qualification status for Sales and Marketing organizations.

Marketing Dashboard Metrics

This package implements a state of the art lead qualification process that helps you track the creation of leads, conversion into Marketing Qualified Leads (MQLs), and then Sales Qualified Leads (SQLs). It creates time stamps that allow you to measure the duration of the individual stages and displays the status of the process in quarterly and yearly dashboards.

Marketing KPIs include the following: (i) New Leads, (ii) New MQLs, (iii) New SQLs, (iv) MQLs by Source, (v) Incoming Lead Flow, (vi) MQLs by Age, (vii) Pipeline Created by Month, (viii) Leads by Score, (ix) MQLs by Owner and Status and (x) MQLs by Month and Status.

Sales Dashboard Metrics

The package facilitates tracking of Key Performance Indicator (KPI) for Sales and Marketing metrics on a quarterly and yearly basis. The KPIs tracked and displayed on the Dashboard include: (i) Actuals versus Target Sales, (ii) Renewals Actual versus Target Sales, (iii) New Business Actuals versus Target Sales, (iv) Top Deals Closed, (iv) Open Opportunities, (v) Closed Deal Booking Trends, (vi) Pipeline Category for the Fiscal Year, (vii) Opportunity Win Ratio, (viii) Average Contract Value, (ix) Average Sales Cycles in Number of Days, (x) Growth Rate by Quarter, and (xi) Revenue Churn Quarter over Quarter.