



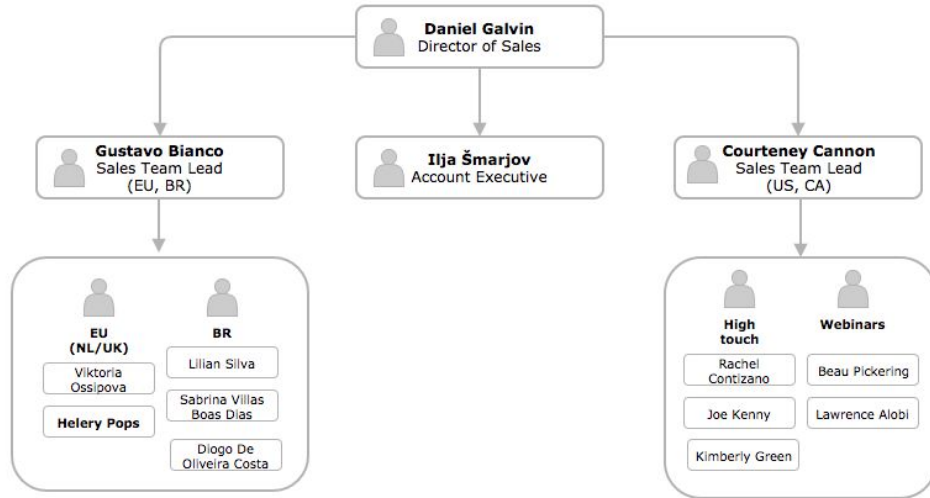
PIPEDRIVE SALES TEAM

November, 2017

Hello,

my name is **Helery**
and I **sell a sales tool**
(called **Pipedrive**).

The team.



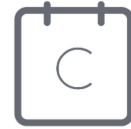
Besides drinking **coffee**...

pipedrive™

Organic x **Soft sales touch** x **High sales touch**

Webinars.

- 6 webinars a week
- 2 people - speaker/host
- Engagement webinars



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The results.

US conversion rate %				GB conversion rate %				NL conversion rate %				BR conversion rate %			
Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov
22.53%	21.02%	15.89%	0.00%	19.81%	19.83%	16.34%	0.00%	21.50%	22.42%	16.14%	0.00%	11.79%	11.50%	7.64%	0.00%

US webinar team

	Touched leads by created date			
	2017			
	Aug	Sep	Oct	Nov
Joe Kenny	420	23	13	2
Kila Pickering	580	347	403	120
Grand Total	1,000	370	416	122

	Conversion by sign up date			
	2017			
	Aug	Sep	Oct	Nov
Joe Kenny	47.16%	57.14%	8.33%	0.00%
Kila Pickering	47.14%	58.26%	40.08%	0.00%

EU webinar team

	Touched leads by created date			
	2017			
	Aug	Sep	Oct	Nov
Helery Pops	67	51	53	18
Viktoria	68	60	70	19
Grand Total	135	111	123	37

	Conversion by sign up date			
	2017			
	Aug	Sep	Oct	Nov
Helery Pops	45.45%	52.00%	33.96%	0.00%
Viktoria	30.77%	33.90%	33.33%	0.00%

BR webinar team

	Touched leads by created date			
	2017			
	Aug	Sep	Oct	Nov
Diogo Costa	24	25	23	12
Lilian Ertel Silva	29	13	22	9
Sabrina Villas Boas Dias	51	24	22	14
Grand Total	104	62	67	35

	Conversion by sign up date			
	2017			
	Aug	Sep	Oct	Nov
Diogo Costa	17.39%	27.27%	8.70%	0.00%
Lilian Ertel Silva	24.14%	38.46%	5.00%	0.00%
Sabrina Villas Boas Dias	24.00%	29.17%	9.09%	0.00%

US organic: 21.02%
US webinar: 58.26%

GB organic: 19.83%
GB webinar: 52.00%

NL organic: 22.42%
NL webinar: 52.00%

BR organic: 11.5%
BR: webinar: 38.46%

High touch.

- Engagement
- Demos
- Customer centric



calendly



tableau
















The lucky ones.



- 500 touched leads a month
- 80 demos
- 20-40 calls a day
- 50h talk time

Activities completed

 2907 Call - no answer	489 ▲
 1597 Call	214 ▲
 486 Extended Conversation	118 ▲
 406 Demo	79 ▲
 3350 Email	881 ▲
 6 Consultation	-2 ▼
 242 Follow-up Call	75 ▲
 1451 Follow-up E-mail	579 ▲
 103 Invalid Number	43 ▲
 424 Task	83 ▲
 2041 Trial expiring	86 ▲
 21 Trial Extension	21 ▲
 6 Webinar	4 ▲

The results.

US conversion rate %				GB conversion rate %				NL conversion rate %				BR conversion rate %			
Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov	Aug	Sep	Oct	Nov
22.53%	21.02%	15.89%	0.00%	19.81%	19.83%	16.34%	0.00%	21.50%	22.42%	16.14%	0.00%	11.79%	11.50%	7.64%	0.00%

US high touch team

Touched leads by created date 2017					Conversion by sign up date 2017				
	Aug	Sep	Oct	Nov		Aug	Sep	Oct	Nov
Chris Ramirez	696	1			Chris Ramirez	26.13%	0.00%		
Joe Kenny	123	663	610	79	Joe Kenny	17.92%	18.25%	22.20%	0.00%
Kim Green	772	659	624	150	Kim Green	24.46%	24.31%	23.63%	0.00%
Rachel Contizano	663	659	612	129	Rachel Contizano	27.19%	28.11%	29.34%	0.00%

EU high touch team

Touched leads by created date 2017					Conversion by sign up date 2017						
	Aug	Sep	Oct	Nov		Aug	Sep	Oct	Nov		
Helery Pops	GB	377	291	305	116	Helery Pops	GB	24.93%	30.93%	28.52%	0.00%
	NL	129	116	86	32		NL	27.13%	25.86%	25.58%	0.00%
	Other	20	18	20	2		Other	61.54%	75.00%	53.85%	0.00%
	Total	526	425	411	150						
Viktoria	GB	350	283	278	66	Viktoria	GB	26.00%	26.86%	21.94%	0.00%
	NL	138	140	137	42		NL	28.26%	30.00%	12.41%	0.00%
	Other	26	21	31	4		Other	73.33%	44.44%	38.46%	0.00%
	Total	514	444	446	112						

BR high touch team

Touched leads by created date 2017					Conversion by sign up date 2017				
	Aug	Sep	Oct	Nov		Aug	Sep	Oct	Nov
Diogo Costa	506	500	419	171	Diogo Costa	23.11%	23.69%	15.83%	0.00%
Lilian Ertel Silva	447	503	430	167	Lilian Ertel Silva	28.41%	24.05%	21.18%	0.00%
Sabrina Villas Boas Dias	506	501	505	139	Sabrina Villas Boas Dias	24.75%	23.94%	16.70%	0.00%

US organic: 21.02%
US touched: 28.11%

GB organic: 19.83%
GB touched: 30.93%

NL organic: 22.42%
NL touched: 30.00%

BR organic: 11.5%
BR: touched: 24.05%

Getting to where we are **today**

What's **next**?

- Expand
- Customer Success
- Upselling
- Chats

Thanks! **Aitäh!** Obrigada!