

How to Achieve Greater Sales Velocity

Four keys to success

Contents

- 03** The need for speed: In other words, what's your Sales Velocity?
- 04** Dramatic Sales Velocity improvements are possible with simple changes
- 05** Lever 1: Increase the number of deals you can win
- 06** Lever 2: Increase deal size
- 07** Lever 3: Increase win rate
- 08** Lever 4: Shorten the sales cycle
- 09** Improvement in Q2

The need for speed: In other words, what's your Sales Velocity?

In B2B sales, dollar volume is the metric that perennially catches the attention of executives and investors alike—and it's hard to argue with its importance. After all, the bottom line is the bottom line, right?

Hidden beyond the gross-dollar figure is the other key metric that continues to gain importance: Sales Velocity.

Velocity is at the heart of sales effectiveness—because Sales Velocity is a reflection of **four key levers** that directly impact the success of your sales initiatives: the number of deals in play, the deal size, the win rate, and the sales-cycle length.

Let's take a closer look at the simple formula you can use to measure your team's Sales Velocity.

Simple improvements with each of these four levers can drive dramatic results.

$$V = \frac{\# \times \$ \times \%}{L}$$

1

- Opportunities

The number of qualified sales opportunities you are working.

2

\$ - Deal value

The average value of deals won.

3

% - Win Rate

The number of sales opportunities won compared to the total number opportunities both won and lost in a time period.

4

L - Length of sales cycle

The average length of time you work a deal before it is won or lost.

Dramatic Sales Velocity improvements are possible with simple changes

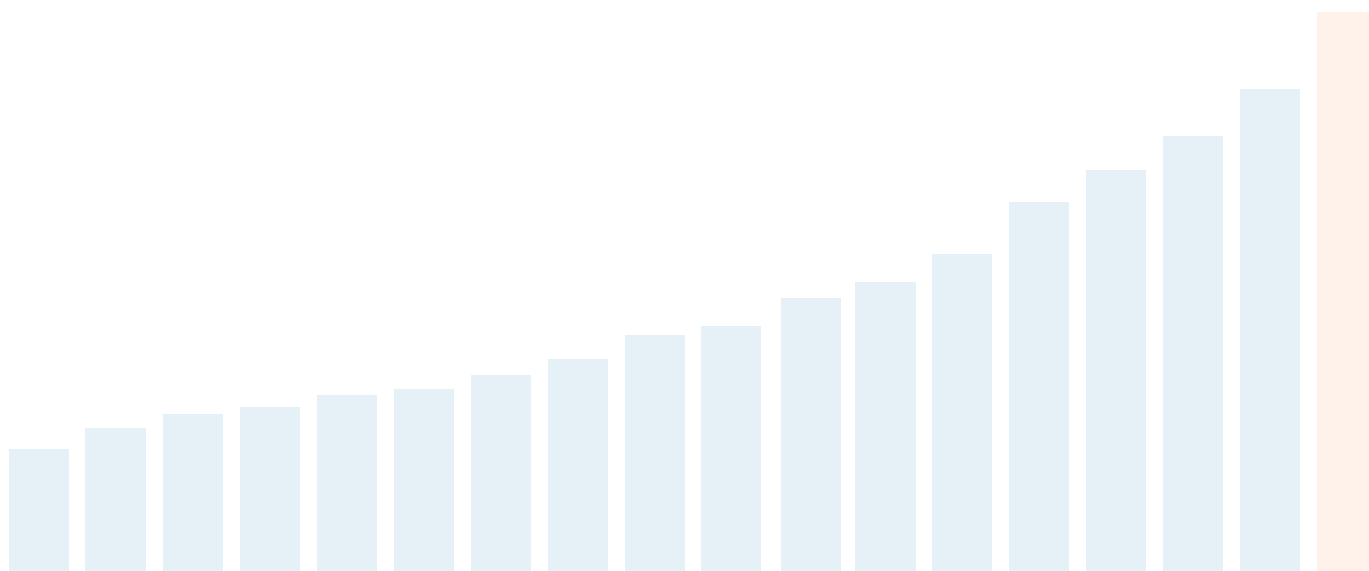
The evolution of ABS tech

Since the Sales Velocity equation uses only four levers, you can quickly zero in on the strategies and activities that can have the greatest impact on your sales effectiveness. Once you identify the lever where your performance lags or that needs the most improvement, you can redefine targets and goals that yield significant increases in revenue.

Consider this Sales Velocity example with the following assumptions.

There are 50 people in the sales organization and each salesperson has a new-business quota of \$1 million. The annual new-business target is \$40 million. The average sales cycle is **3 months**. Sales works on **200 deals** with an average deal size of **\$200k**, and a win rate of **25%**. If we plug in these numbers into our formula, we have a calculated Sales Velocity of **\$3.33 million per month**—which meets our annual target of \$40 million.

$$\frac{200\# \times \$200\text{k} \times 25\%}{3 \text{ Month Sales Cycle}} = \$3.33\text{M per month}$$



Increase the number of deals you can win



Smart sales organizations aren't content to simply react to inbound deals that land on their doorstep. Instead, they work diligently to create value for each prospect and customer. They pursue a defined account-management methodology for planning, uncovering, and creating more high-value, win-win opportunities.

But it's also about using that methodology to increase the number of the right kind of deals. Rigorous qualification cycles weed out misaligned or mis-targeted opportunities so you can close more effectively. After all, it's far more productive to win four out of seven deals, than three out of ten.

Altify helps you by simplifying:

✓ Profiling

In-depth analyses of prospect organizations helps you discover the areas of highest mutual value.

✓ Planning

Create and execute account strategies and business development plans.

✓ Targeting

Identify the right people, discover what they care about most, and deliver value through solutions that uniquely address their challenges.uman to connect with and sell to other humans.



Increase deal size



Today, companies are fighting harder than ever to win deals that are scarcer than ever. That makes it essential to not only win as many deals as possible, but also maximize each opportunity. Smart sales methodologies and well-developed selling skills ensure you align each specific offer with your buyer's needs and present every appropriate product and service. You want to maximize account penetration, uncover whitespace, and encourage your salespeople to create the largest possible account footprint.

Altify helps you by simplifying:

✓ Understanding

Improve your understanding of each prospect's business challenges so that you don't leave untapped opportunity on the table.

✓ Segmenting

Focus on higher-value opportunities by aggressively qualifying out lesser qualified opportunities to provide focus.

✓ Planning

Map key initiatives and critical success factors to broaden your solution range.

✓ Uncovering

Use "whitespace" analysis to identify new areas of potential revenue.





Increase win rate

Increasing your win rate results from careful opportunity management methodology driven by a thoughtful, defined sales process. Methodology and process are different. Methodology is the analysis of where you are in a deal vs. the competition. It's a deductive framework your team consults whenever you learn something new and important about your deal.

Sales process is a defined set of steps that are aligned to how your customers want to buy and what you should do next. A sales process is linear, prescriptive, and standardized throughout your sales team.

Altify helps you by simplifying:

✔ Targeting

Work on high-value opportunities where mutual value exists based on business drivers and needs.

✔ Strategizing

Pursue the correct relationship strategies.

✔ Teaching

Show your salespeople how to follow a proven process to control the sale.

✔ Spotighting

Highlight weaknesses in current strategy and provide a coaching mechanism to effectively test and improve your position in the deal.



Shorten the sales cycle



A more rigorous and objective approach to the selling cycle strives to efficiently align your company's sales process with your prospect's buying process. Moreover, a successful opportunity-management methodology ensures your team works on deals they are more likely to win, so less time is wasted on opportunities that shouldn't be in your funnel.

Altify helps you by simplifying:

✓ Qualifying

Use a consistent, objective qualification framework to identify the best opportunities. Specifically, those that have:

- Confirmed compelling event and access to funds
- Confirmed unique business value
- Confirmed internal support and clear decision criteria
- Optimal competitive strategy

✓ Aligning

Make sure your prospect's buying process lines up directly with your selling process..

✓ Streamlining

Offload unnecessary administrative overhead from your salespeople.

✓ Guiding

Use playbooks with a structured sales process built into the daily workflow for guidance at every stage.



Improvement in Q2

The evolution of ABS tech

Now, let's assume that, in Q2, a new initiative increases sales performance across all four variables by ten percent.

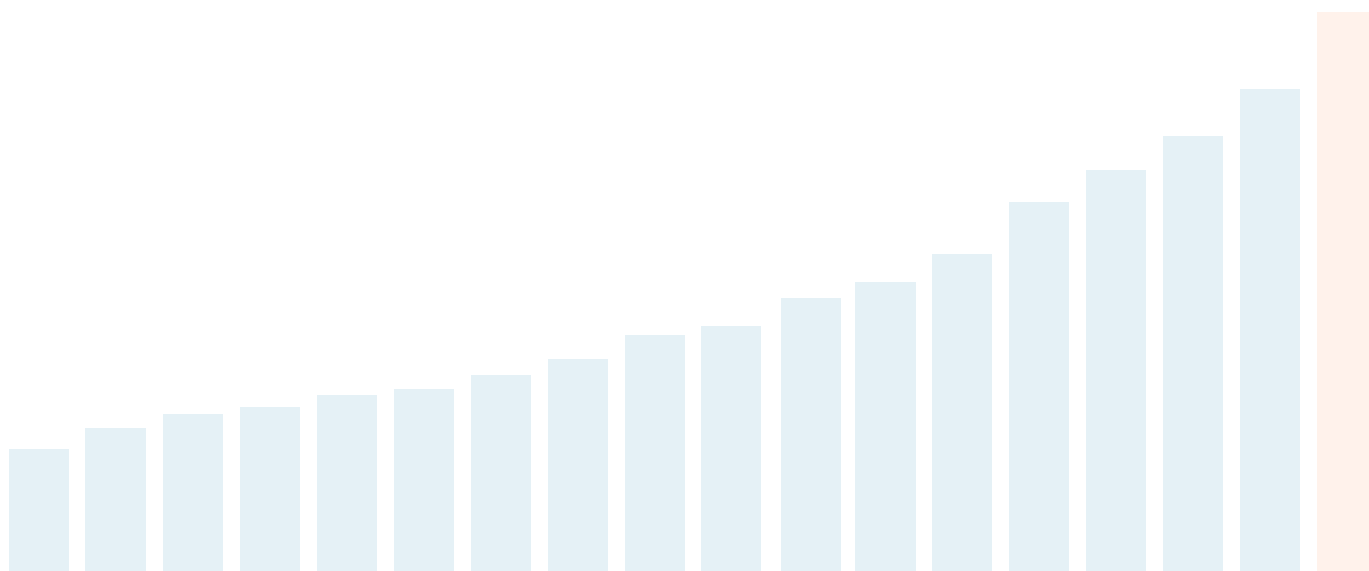
Now there are 220 deals at an average deal size of \$220K. The win rate increases to 27.5% and the sales cycle decreases to 2.7 months. The Q2 Sales Velocity increases to \$4.93 million per month—which annualizes to nearly \$60 million.

That's a 48% uplift achieved simply by improving the four factors by a realistic ten percent. It's easy to see the value organizations can realize by measuring and improving Sales Velocity.

Length of sales cycle is critical

Of all of the factors, length of sales cycle—the denominator—is the most important. You can underperform in one of the top factors and still prosper. But if the length of your average sales cycle suffers, success becomes very difficult. That means closing good deals as soon as possible and weeding out bad deals early is crucial to sales effectiveness

$$\frac{220\# \times \$220\text{K} \times 27.5\%}{2.7 \text{ Month Sales Cycle}} = \$4.93\text{M per month}$$



We are Altify.

Altify is the Account Planning AI Cloud helping sales teams grow revenue by planning smarter.

Altify was founded on a core belief: **strategic B2B selling puts the customer at the center**. We know sales success isn't just about selling something—it's about **creating mutual value**, which demands a solid plan.

Our mission is to shape the next generation of sales leaders. We equip revenue teams with **proven methodology, best practices, and a structured sales process**, fostering a customer-first mindset to strengthen relationships and win more opportunities.

Altify is not just software, but rather full-service sales transformation, powered by software. Our expert team helps sales organizations build and scale successful, tailored methodology-backed programs, with wholistic support from **sales strategy and training to technical implementation**. We ensure long-term customer value, proudly helping the world's best sales teams deliver unparalleled results.

See how Altify can transform your revenue operations at altify.com