PRINCIPAL SALES

Putting the pieces together

What's New
Why Principal Sales
Accelerators
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What's New

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Why Principal Sales

Mission

Principal Sales uses research, data, and automation to forge and maintain meaningful customer relationships to optimize service and return on investment. Policy-based decision making and continuous improvement drive us forward.

Extreme Teamwork

Many minds are better than one. We work with you – not just for you – to meet your goals.

Scalable Toolset

Whether your annual sales are $10k or $10M, we can scale to propel your growth.

Secure Transactions

State-of-the-science technology ensures you and your customers enjoy peace of mind transactions.

Continual Innovation

We don't do it like we've always done it. We're always looking for improvement and innovation.

Accelerators

Highly trained sales staff

Data-driven approach

Wide-ranging buyer relationships

Continuous improvement model

Policy-based procedures

Research-based operations

Products in Development

Account-Based Marketing

Sales professionals need to understand how their customers make decisions. Our roadmap tools provide increased consistency and efficiency for sales teams by helping them identify potential customers, solve their pain points, and maximize high-value leads.

Analytics & Dashboards

Research, analysis, projections – take in data, generate reports and visualizations, and calculate ROI without taking valuable time away from your customers. We sift through the information universe and find the inputs your team needs for record-setting sales.

Communication & Conferencing

Communication is the bedrock of sales. Reduce inbound lead response time, ramp up desktop demos, meet face-to-face from anywhere, and capture meeting notes all in one comprehensive tool. And of course, world class support is just a call or chat away.

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Milestones Met

Principal Sales met 100% of three of its four 2021 milestones, and met 90% of its fourth milestone.

- Increase lead generation by 20%
- Increase conversion by 15%
- Increase sales by 20%
- Reduce time to close by 15%

Read more about our milestones

Automation Updates

Facilitating internal and external growth is a primary goal for Principal Sales. Automating routine tasks frees staff to pursue higher-reward activities, which promotes growth.

Over the last year, Principal Sales automated 27 routine tasks, freeing an average of 22 hours of staff time per month for each staff member.

Learn about automated tasks

Service Enhancements

Customer service and customer relationship management are the factors that separate one company from another; without them, we lose customers.

Principal Sales has taken a 5-step approach to enhancing the services we provide our customers, to be rolled out over the next two quarters. Our plan includes training, technology, CRM tools, and a philosophical shift emphasizing customer needs to improve sales.

Read about service enhancement initiatives

Capacity Increases

Limiting capacity limits growth. Principal Sales aims to meet its growth goals by increasing capacity for sales to increase capacity for growth.

For the next fiscal year, Principal Sales is implementing OKRs (objectives and key results) to grow capacity in staffing and technology, increasing our ability to serve current customers and expand our customer base.

More about capacity increases

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Objective 1: Sales Performance

Objective 1
Improve the sales team's performance.

Key Result 1
Maintain a sales pipeline of qualified leads valued at least $500K quarterly.

Key Result 2
Increase the team's close rate from 25% to 28%.

Key Result 3
Increase each team member's scheduled calls from 3 per week to 6 per week.

Objective 2: Sales Team Development

Objective 2
Improve sales team effectiveness through professional development.

Key Result 1
Produce 3 new case studies targeting customer relations.

Key Result 2
Revise the standard sales deck and talk track to reflect the emphasis on customer relations.

Key Result 3
Host 1 sales training session per quarter.

Objective 3: Customer Retention

Objective 3
Retain customers and reduce churn where factors are in our control.

Key Result 1
Conduct post-engagement debriefs for all contracts above $100K.

Key Result 2
Conduct semi-annual account reviews with all strategic accounts.

Key Result 3
Increase average, annualized customer retention to 85%.

Objective 4: Profitability

Objective 4
Increase revenue and profitability for each quarter.

Key Result 1
Develop 2 new $100K+ customer accounts per quarter.

Key Result 2
Increase the gross profit margin from 22% to 29%.

Key Result 3
Grow average deal size by 2%

Objective 5: Customer Relationship Mangement

Objective 5
Develop and analyze CRM data to improve customer retention.

Key Result 1
Identify the stages in our typical sales cycle.

Key Result 2
Identify the points in the customer relationship where customers become dissatisfied.

Key Result 3
Create strategies to address customer dissatisfaction and reduce churn by 15%.