

REVENUE FUNNEL SCIENCE & BUSINESS CHALLENGES

NYC MUG 7/26/2017



AGENDA

1

Funnel Evolution & Trends

2

Revenue Funnel Science

3

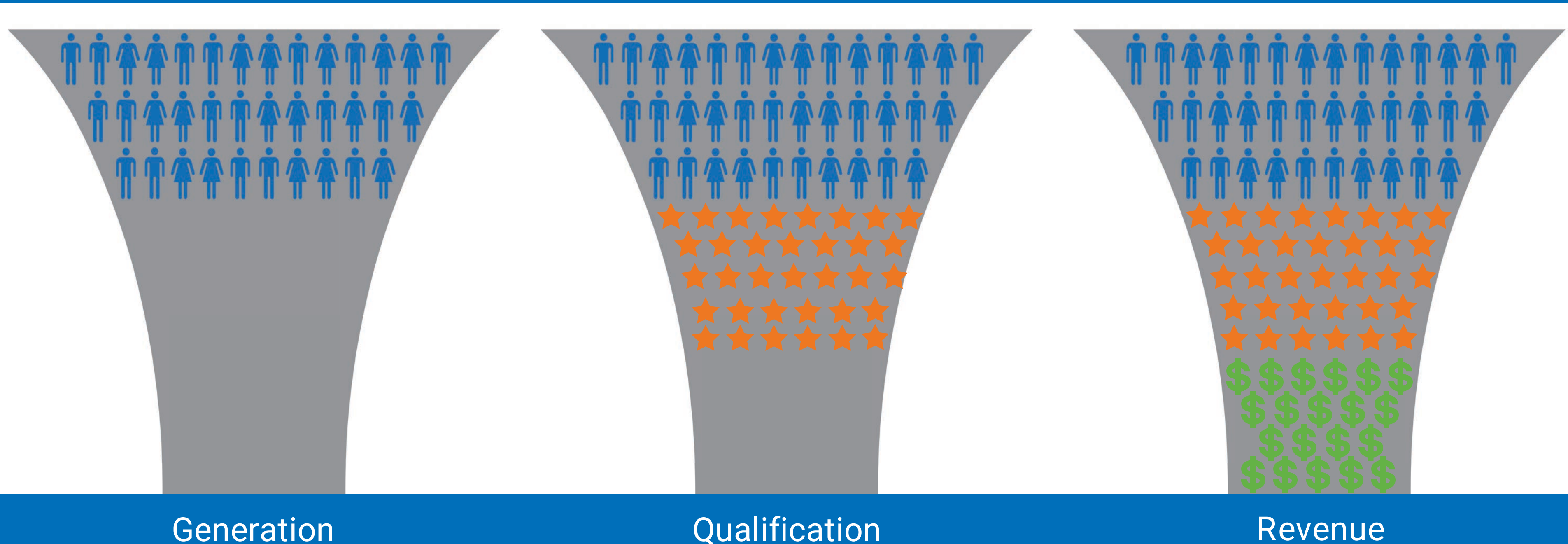
RFS & MarTech Maturity



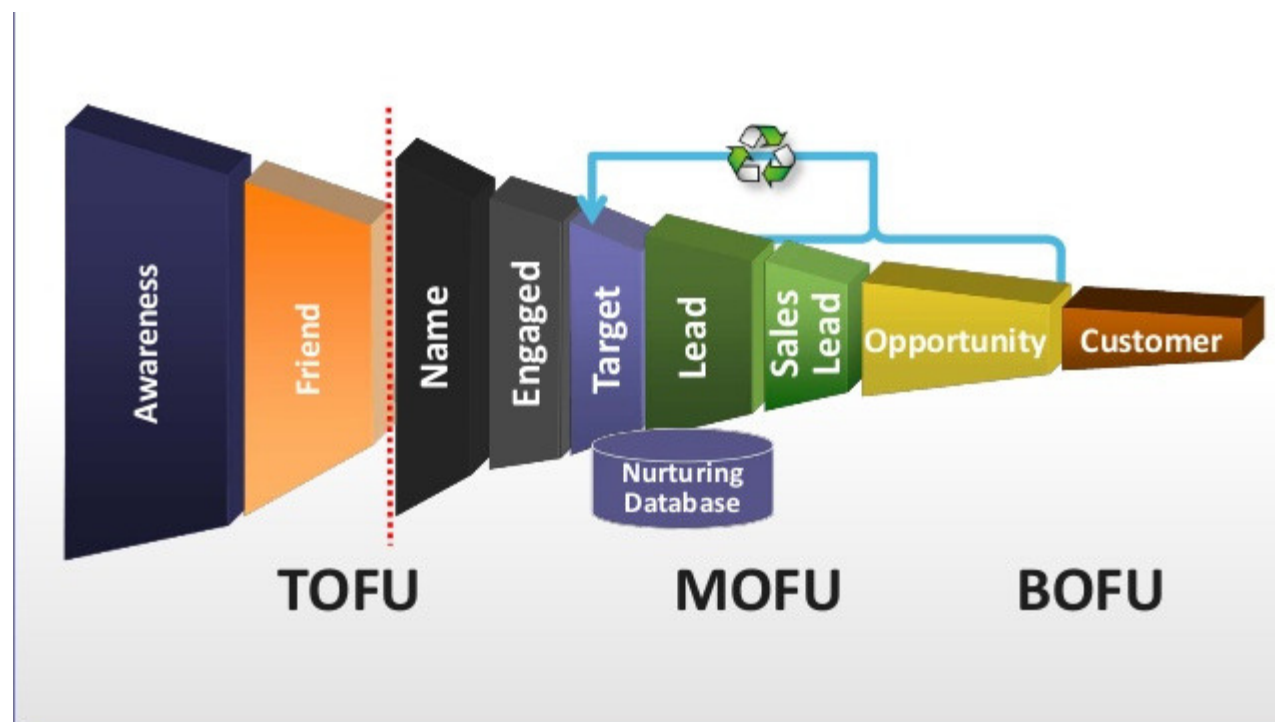
TOWER LADDER 15

A revenue **funnel** is designed to **save** you from random acts of **marketing** or fly by the seat of your pants **sales**.

FUNNEL EVOLUTION



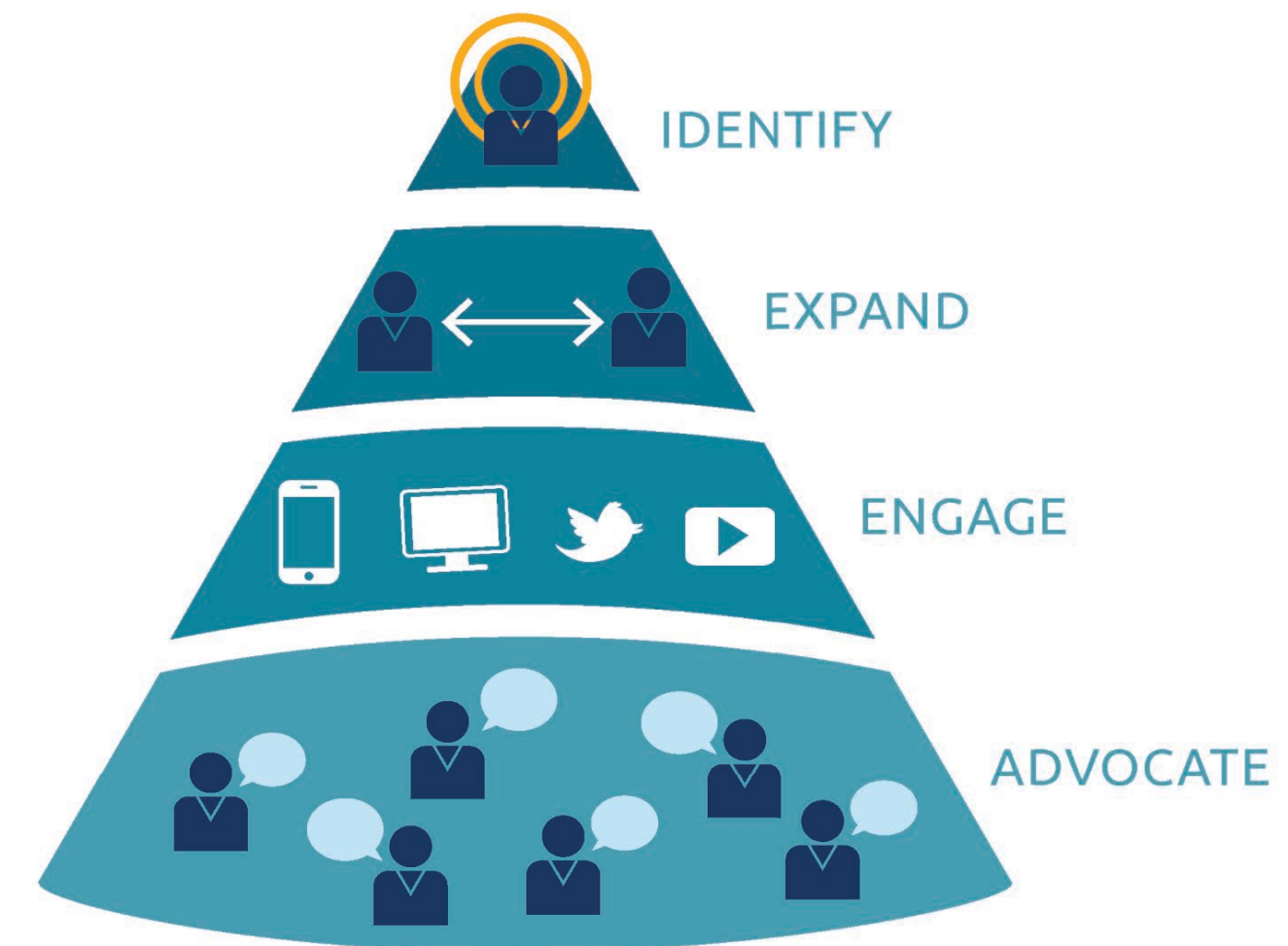
FUNNEL TRENDS



Traditional



Demand Units



Account Based

LACK OF VISIBILITY

CHANGES IN BUYING BEHAVIOR

TECHNOLOGY SILOS

BUYING TECHNOLOGY BUT NOT SETTING UP THE
RIGHT PROCESS FOR ITS USE

LACK OF TIME OR DESIRE FOR
STRATEGIC DATA ANALYSIS

"NEW SHINY OBJECT" SYNDROME

INCOMPLETE OR INACCURATE DATA

RAPID CHANGES IN TECHNOLOGY ARE AMPLIFYING FUNNEL ISSUES

LACK OF PROCESS FOCUS

MARKETING VS. SALES CONFLICT

COMMUNICATION GAPS

LACK OF ACCURATE FORECASTS

INABILITY TO CONNECT EFFORT TO REVENUE

FRAGMENTED DATA

LACK OF DISCIPLINE

Revenue Funnel Science

1

2

3

Building the
Foundation



Connecting
the Dots

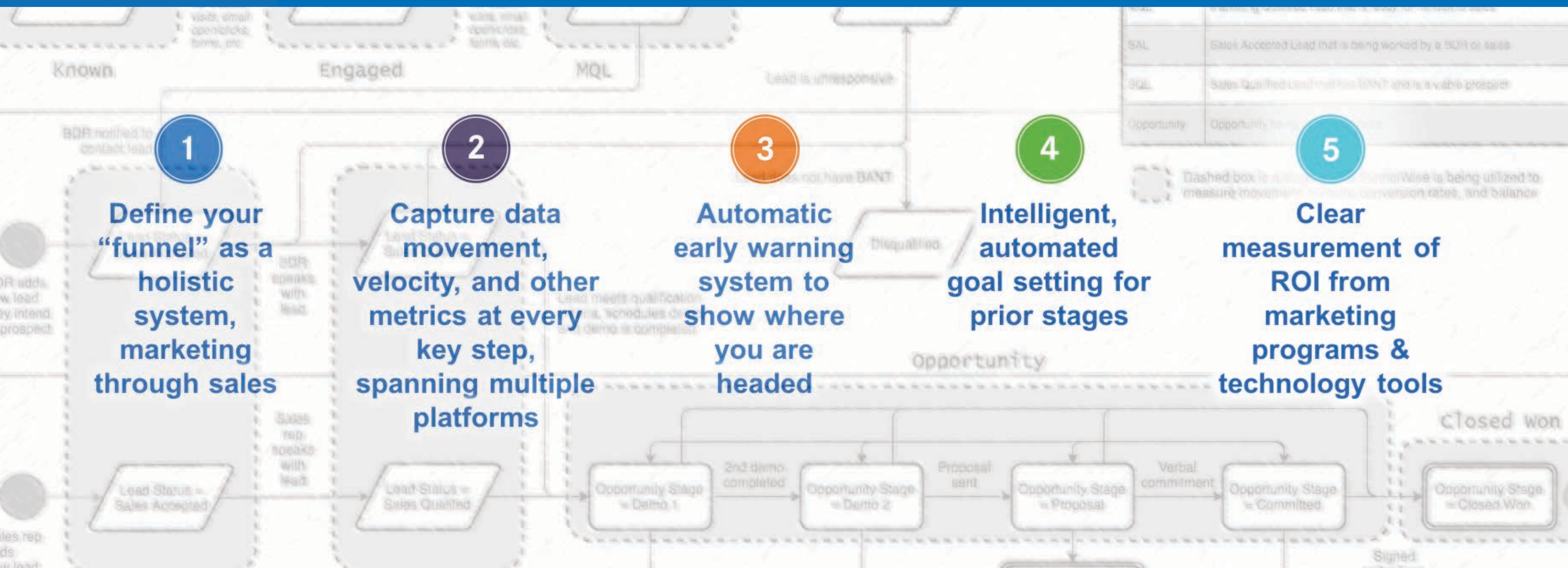


Operationalizing
the Funnel





REVENUE FUNNEL SCIENCE





BUILD THE FOUNDATION

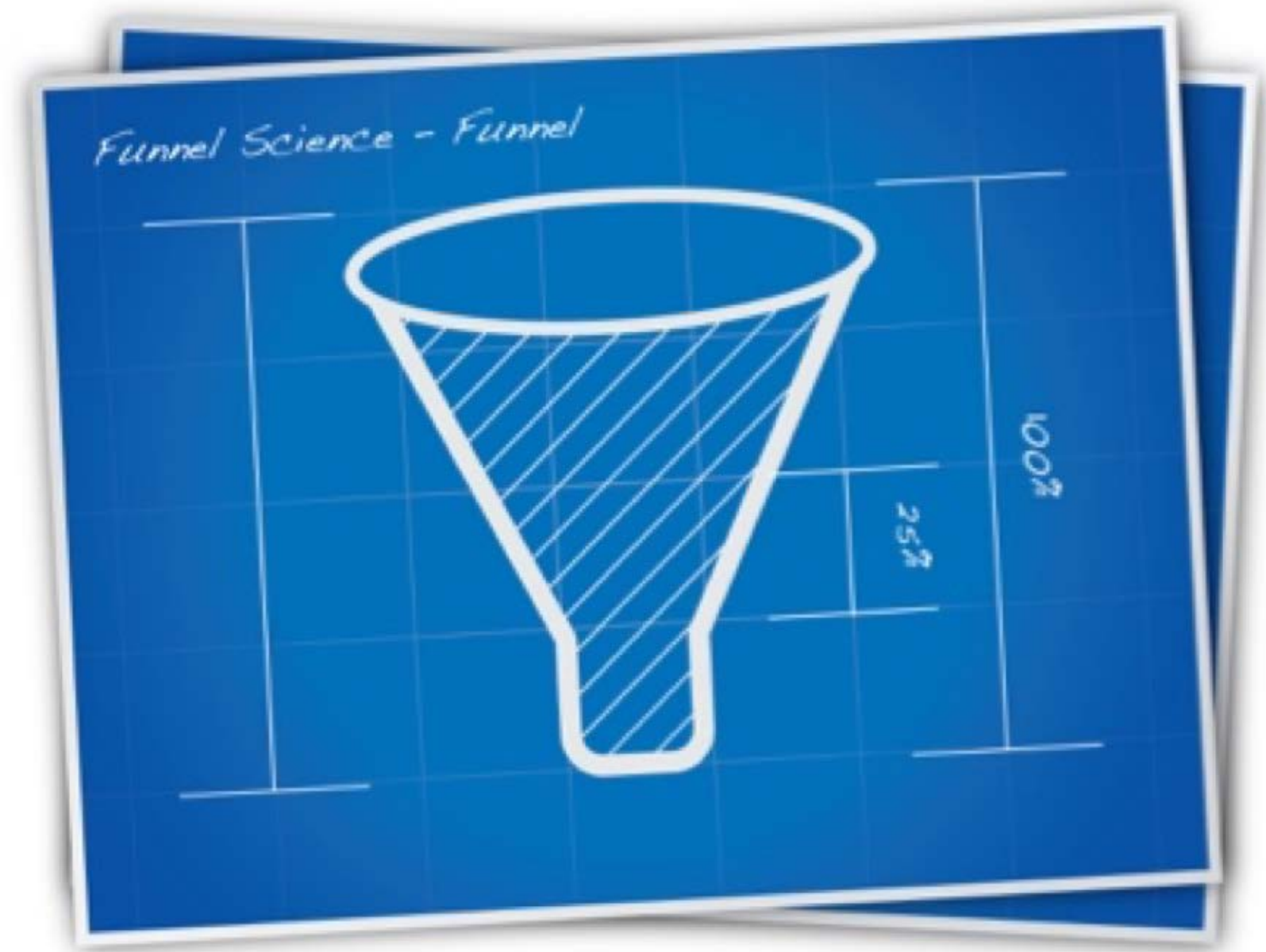
Funnel Blueprint

Core Metrics

Funnel Drivers

Sub Funnels

Shape of Funnel





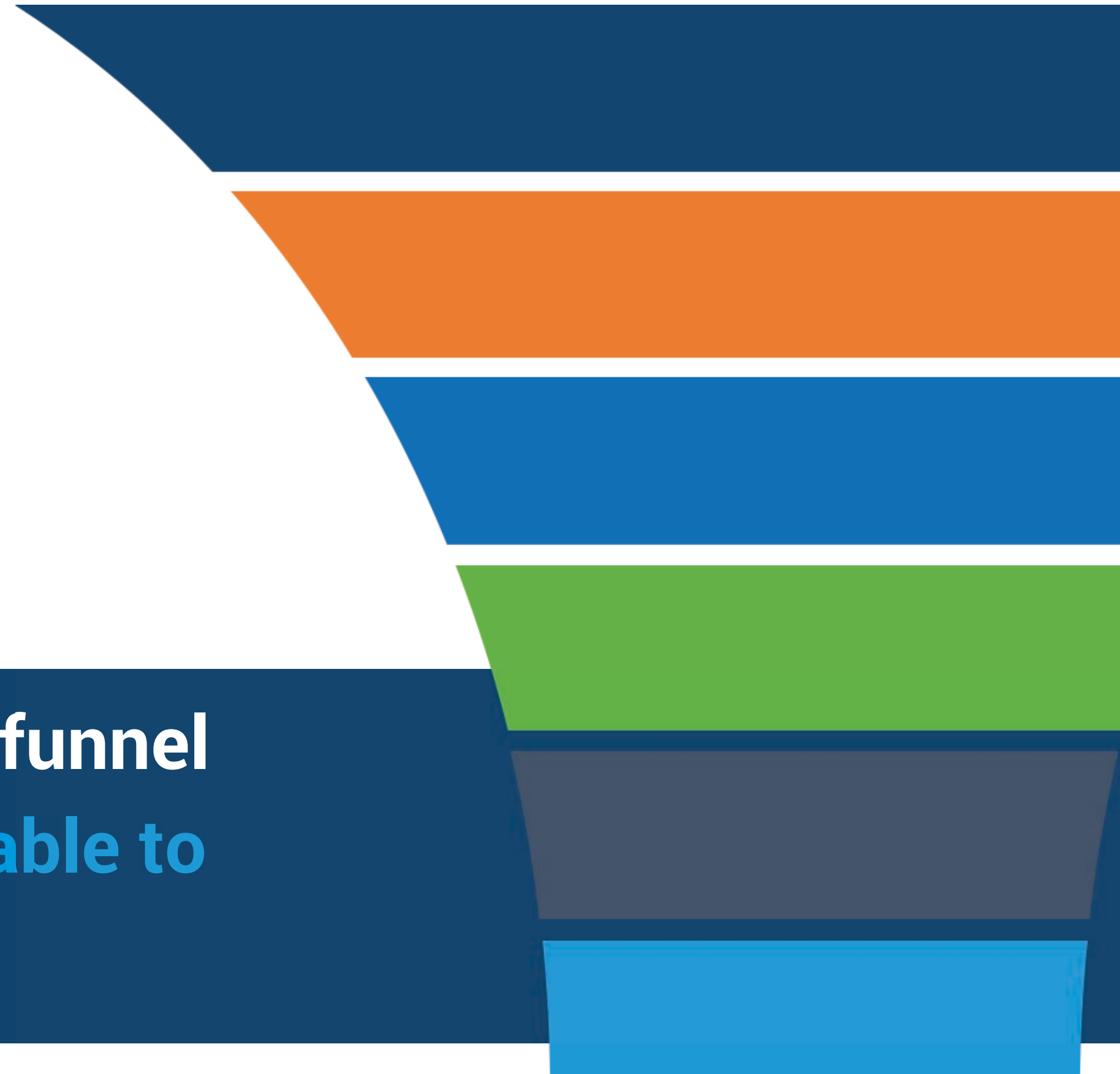
"In God we trust,
all others
must bring data."

- W.EDWARDS DEMING

Five Core Revenue Funnel Metrics

1. Movement
2. Velocity
3. Conversion Rates
4. Aging
5. Activities

If you are **not measuring** your funnel with key metrics, you are **not able to improve** your business.





CONNECT THE DOTS

Reverse Engineer Goals

Revenue Projections

Cross-Funnel Comparisons

Capacity Planning

Investment to Value





OPERATIONALIZE THE FUNNEL

Revenue Leadership Team

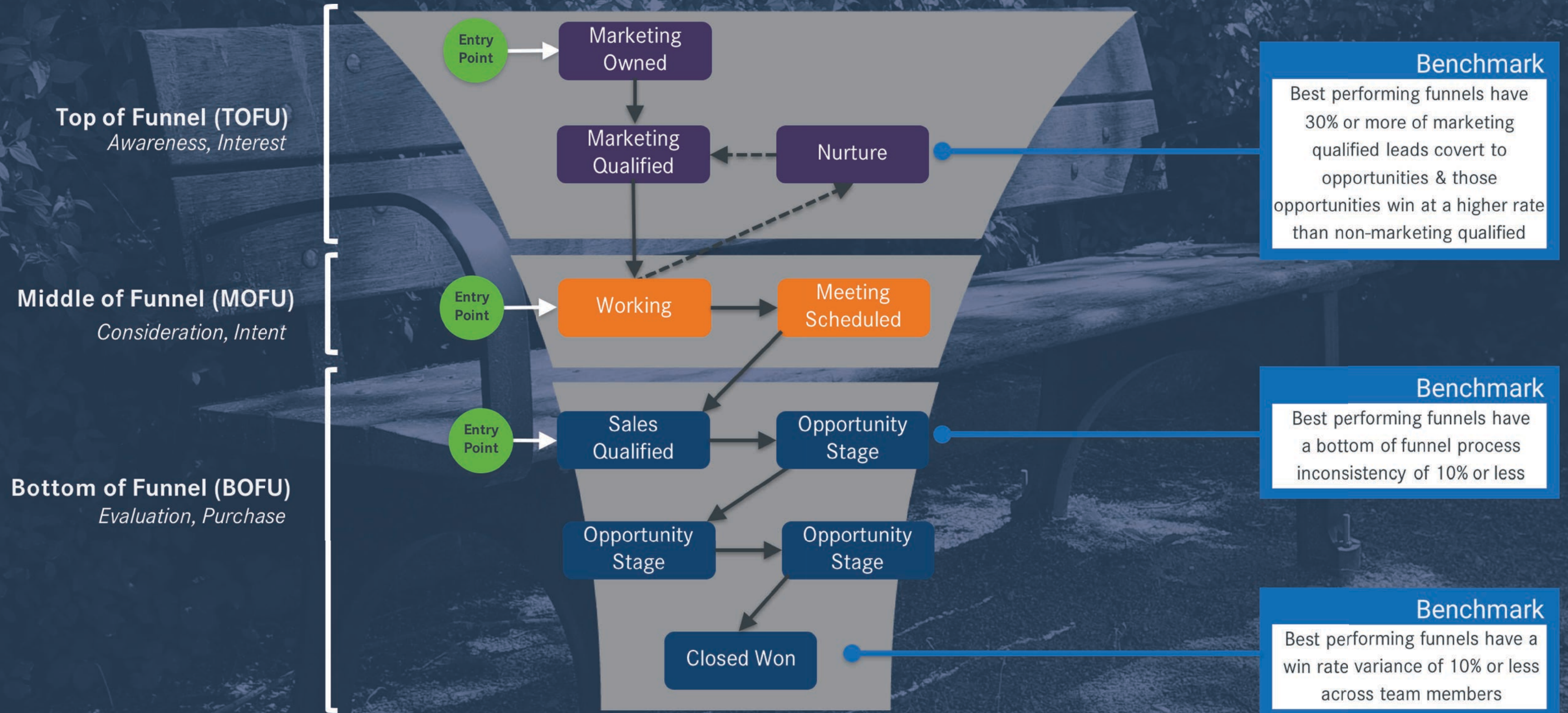
Attribution

Benchmarking

Forecasting



BENCHMARKING



ALIGNMENT OF MATURITY MODELS

Josh Hill's Martech Maturity Model

MarketingRockstarGuides.com

Predictive

Attribution &
Allocation

Funnel Visibility

Nurturing &
Sales Context

Lead Quality Management

Automation

Marketing Transformation

Benchmarking
& Optimization

Forecasting
& Attribution

Early Warning System

Goal Planning & Analysis

Capture & Slice Key Metrics

Establish a Blueprint

Desire & Need

Revenue Funnel Science Maturity Model

Funnelwise.com



THAT'S ALL, FOLKS!

Learn More: www.funnelwise.com