

# Capture missed opportunities in your pipeline

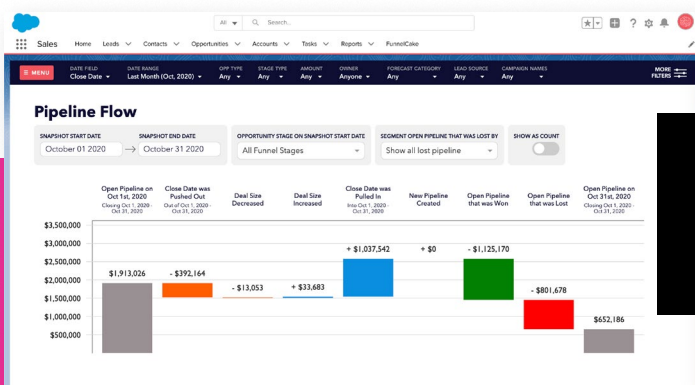
Improve operational efficiency and increase revenue with Varicent Lead to Revenue.

## Close those leaky funnels

Chances are, 40% or more of your leads aren't being worked. With Varicent, you can take a snapshot of your Salesforce data and find the inefficiencies in your revenue operations that are resulting in missed opportunities. From there, you can create, assign, and monitor the necessary seller actions to fix it. Thanks to snapshot-driven time durations, you will have a new level of visibility into every lead-to-revenue metric.

## Key benefits and features

Varicent Lead to Revenue is the only Revenue Operations solution that enhances Salesforce by surfacing actionable insights to drive deal volume, velocity, and value.



**Get the pipeline you've been paying for:**  
Find and action the 40%+ leads you paid for into your pipeline that aren't being worked by anyone today.

**Gain visibility into your full funnel:  
Easily identify where you are losing deals and why, so you can expose, and then capture, missed opportunities from dropped leads.**

**Rep Performance**

LOOK AT OPEN PIPELINE WHERE: Close Date - is All Time  
COMPARE TO CLOSED OPPS WHERE CLOSE DATE: Last 90 Days  
MEASURE CREATED WIN RATE WHERE CREATED: Last 90 Days

Sales Performance | Pipeline Management | Pipeline Hygiene

Compare reps across closed deals. Identify if there are gaps between win rates, sales cycle length, sales velocity, and deal size.

Rep	Win Rate: Close Date	Win Rate: Created Date	Average Sales Cycle Length	Average Size: Won	Open Pipeline Today	Sales Velocity / Day	Total Amount Won
<b>Total</b>	79.1% 3113 won / 3938 closed	47% 1926 won / 4101 created	78 days from 2784 won ignoring 329 win age	\$1,560 avg of 3113 won ignoring 8 win amount	\$21,570,496 3638 open	\$34,238 / day from 2784 won, 3638 open	\$4,846,400 from 3113 won
Jenna Slynt	90% 27 won / 30 closed	45.2% 14 won / 31 created	78 days from 27 won	\$18,314 avg of 27 won	\$1,177,692 41 open	\$4,361 / day from 27 won, 41 open	\$494,400 from 27 won
Elyse Wilum	94.6% 1647 won / 1745 closed	54.6% 1158 won / 2122 created	69 days from 1623 won ignoring 24 win age	\$273 avg of 1647 won ignoring 1 win amount	\$2,102,469 1881 open	\$4,054 / day from 1623 won, 1881 open	\$449,773 from 1647 won
Ramsay Snow	29.2% 7 won / 24 closed	16% 4 won / 25 created	70 days from 6 won ignoring 1 win age	\$48,374 avg of 7 won	\$49,713 31 open	\$3,439 / day from 6 won, 31 open	\$338,618 from 7 won
Whalen Frey	70.3% 116 won / 165 closed	55.1% 86 won / 156 created	34 days from 97 won ignoring 19 win age	\$2,099 avg of 116 won	\$450,865 84 open	\$2,895 / day from 97 won, 84 open	\$243,431 from 116 won
Ulthyredes Wyan	57.1% 12 won / 21 closed	41.2% 7 won / 17 created	78 days from 9 won ignoring 3 win age	\$29,564 avg of 12 won	\$409,449 10 open	\$1,561 / day from 9 won, 10 open	\$354,772 from 12 won

**Lead Response**

OWNER	ASSIGNED	WORKED	NOT WORKED	PICKUP RATE	AVERAGE RESPONSE TIME	MEDIAN RESPONSE TIME	AVERAGE TOUCHES IN FIRST 30 DAYS	FOLLOWING CADENCE	BEHIND CADENCE	UNQUALIFIED	NURTURE	QUALIFIED
<b>Target Average</b>	-	-	-	95.0%	Target: 24 hours Max: 48 hours	Target: 24 hours Max: 48 hours	-	-	-	-	-	-
<b>Average</b>	19.2	13.1	6	71.8%	58h	63h	6.5	4.1	2.6	3.8	-	-
Gawen Westering	178	166	12	93.2%	3 days	12h 33 min	3.1	26	47	79	-	-
Jon Umber (Small)	143	141	2	98.6%	36h	2h 20 min	4.9	68	50	12	-	-
Yazan Zo Qagatz	141	129	12	91.5%	36h	2h 57 min	3	10	15	97	-	-
Iron Emmett	137	134	3	97.8%	30h	5h 54 min	6.5	59	51	11	-	-
Robin Flint	136	124	12	91.2%	27h	6h 17 min	6.1	70	37	7	-	-
Mudge (Miller)	132	125	7	94.7%	16h 43 min	4h 9 min	6.1	72	41	6	-	-
Carl the Maid	132	128	4	97.0%	42h	5h 27 min	3	16	46	62	-	-
Wun Wag Wun Dier Wun	123	22	101	17.9%	16 days	15 days	3.8	0	0	15	5	2
Corold	116	113	3	97.4%	21h 39 min	16h 11 min	4.9	59	30	6	17	1

**Motivate the right seller behavior:**  
Compare your sellers' performance metrics, like sales velocity, win rates, and pipeline coverage, to appropriately allocate your resources and drive the necessary behavior changes within your teams.

**Build trust in your pipeline:  
Analyze your deal validity to understand the likelihood of each deal closing.**

**Revenue Intelligence: A smarter way to work**

With our Opportunity Health Score in Varicent Lead to Revenue, you can focus your sales teams on the actions that matter. Personalized based on your Salesforce data, the Opportunity Health Score analyzes each opportunity at a specific point in time (based on deals you've historically won and lost) and identifies how healthy or unhealthy each opportunity is.

**Armed with this information, you can:**

- > **Improve productivity:** Get insights on which opportunities to prioritize.
- > **Motivate your sellers:** See a change in the health (or probability of winning) opportunities to confirm the effort sellers are making is paying off.
- > **Boost revenue:** Spend time on actions that make the most impact – leading to more winning deals.

## Get started

With Varicent Lead to Revenue, you can improve pipeline health by providing insights to your operations and leadership teams, creating coaching moments for managers, and sharing reports to your sellers that turn data into action.

[Book a Demo](#)

### About Varicent™

Varicent is the leading provider of innovative Sales Performance Management software focused on helping organizations Plan, Operate and Pay to drive sales performance and growth. With a full suite of solutions to assist in smarter territory and quota planning, efficient lead-to-revenue operations, and the fastest and most flexible way to pay sellers accurately and on-time, Varicent is the trusted SPM solution for customers worldwide. Varicent combines powerful SPM technology with its augmented intelligence-powered platform to enable customers to quickly and easily see and address sales trends, problem areas, and opportunities by predicting outcomes and prescribing actions to optimize revenue.

### For more information

To learn more about Varicent, visit [www.Varicent.com](http://www.Varicent.com)



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