

Demand Waterfall

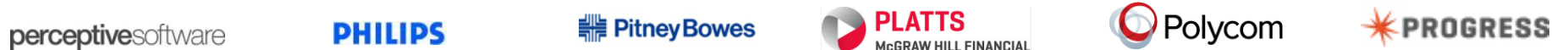
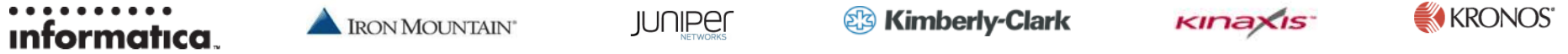
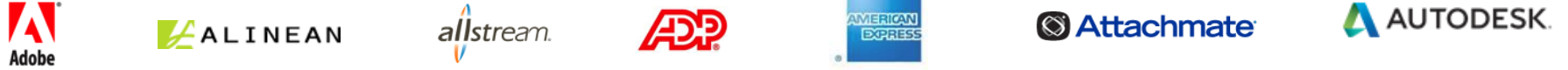
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Who We Work With: B-to-B Executives



Select Client List



Our Offering Portfolio

Research	Inquiry	Learning	Events	Consulting
				
<p>Best practice insights Operational models Decision frameworks Proprietary research Benchmarking Buyer intelligence</p>	<p>SME access Validation Problem solving Planning Decision support</p>	<p>On-site workshops On-line learning</p>	<p>Annual summit Quarterly forums Client roundtables</p>	<p>Project engagements Strategic advice Process audits Organizational design Functional alignment</p>

Your Advisory Membership Deliverables

Why are we here?



Executive Summary

- Key issues
 - Demand creation goals are too often set arbitrarily, without an attempt to first analyse past performance and model into future periods
 - Without proper measurement and modelling of demand creation efforts, planning exercises may be contentious and pit marketing functions against each other as they compete for resources
 - Failure to adopt an agreed lead management process leading to inefficient use of resources and frustration
- In this session, we will
 - Explore how to use the SiriusDecisions Demand Waterfall as a demand modelling tool
 - Understand velocity measures that model the timing impact of demand creation programs
 - Discuss the importance of service level agreements to drive sales & marketing alignment

The Demand Waterfall



For B-to-B Demand Creation to Be Successful

It must be

systematic

It must be

repeatable

It must be

measurable

It must be

aligned

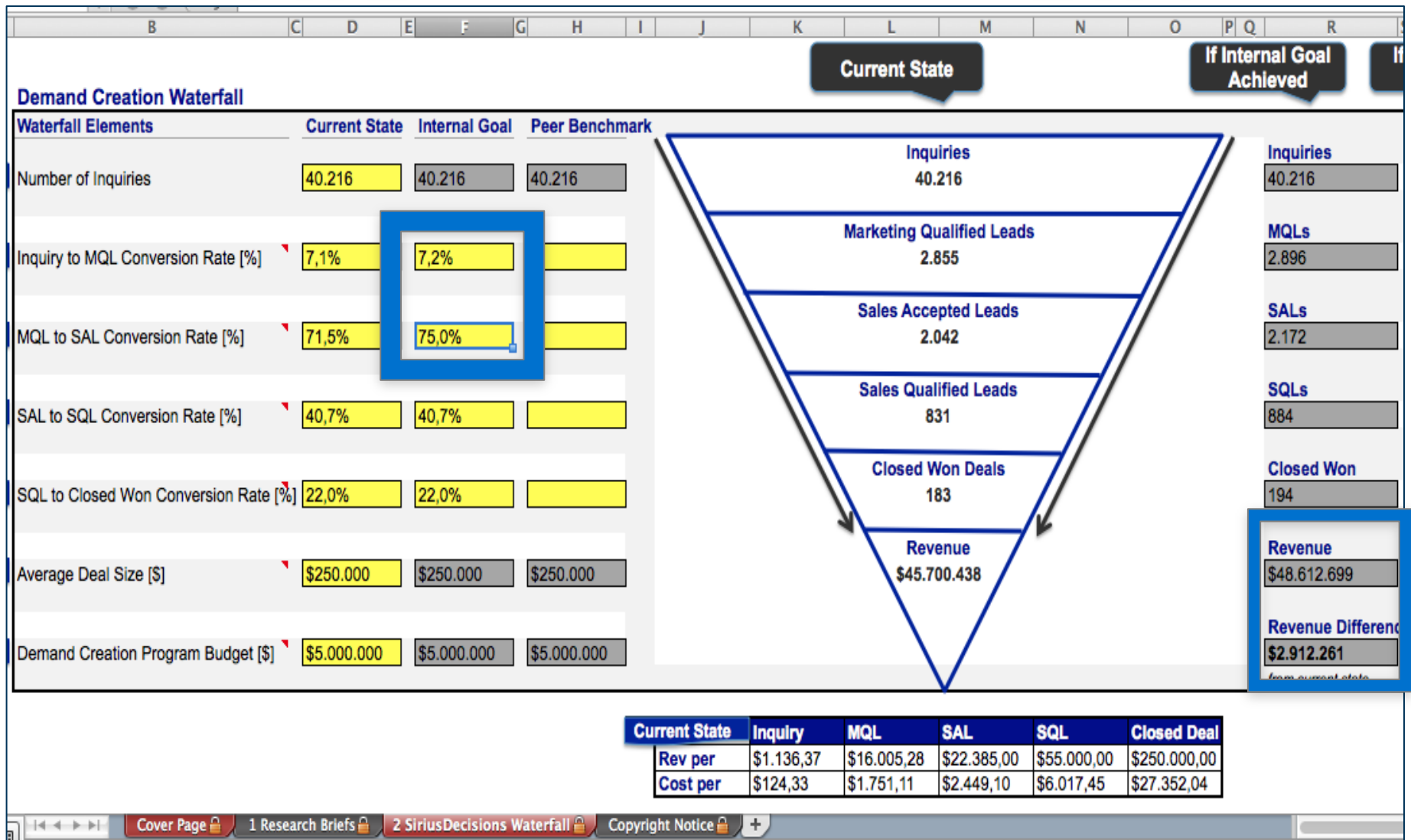
The SiriusDecisions Demand Waterfall



Waterfall Calculations



Waterfall Modelling



Reverse Waterfall Demo

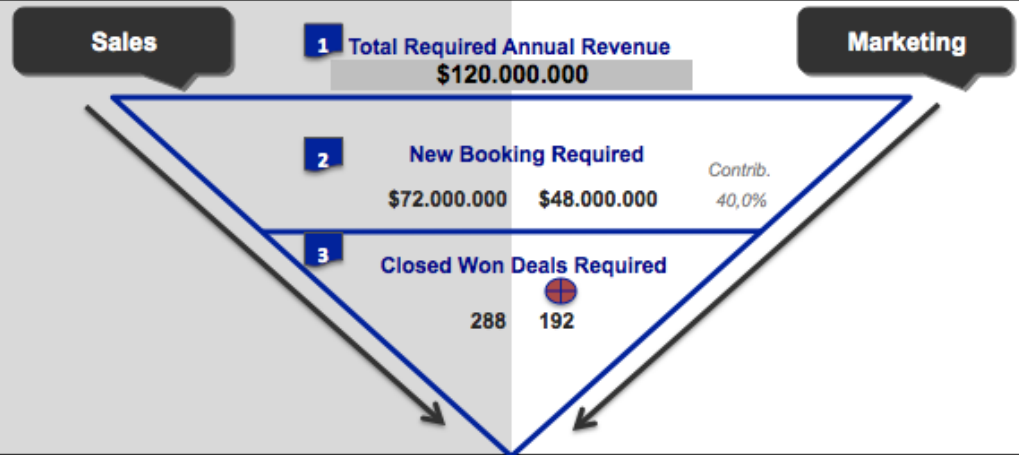


Reversing the Demand Waterfall – Step 1

Based on total annual revenue required and average deal size, determine the number of closed won deals required

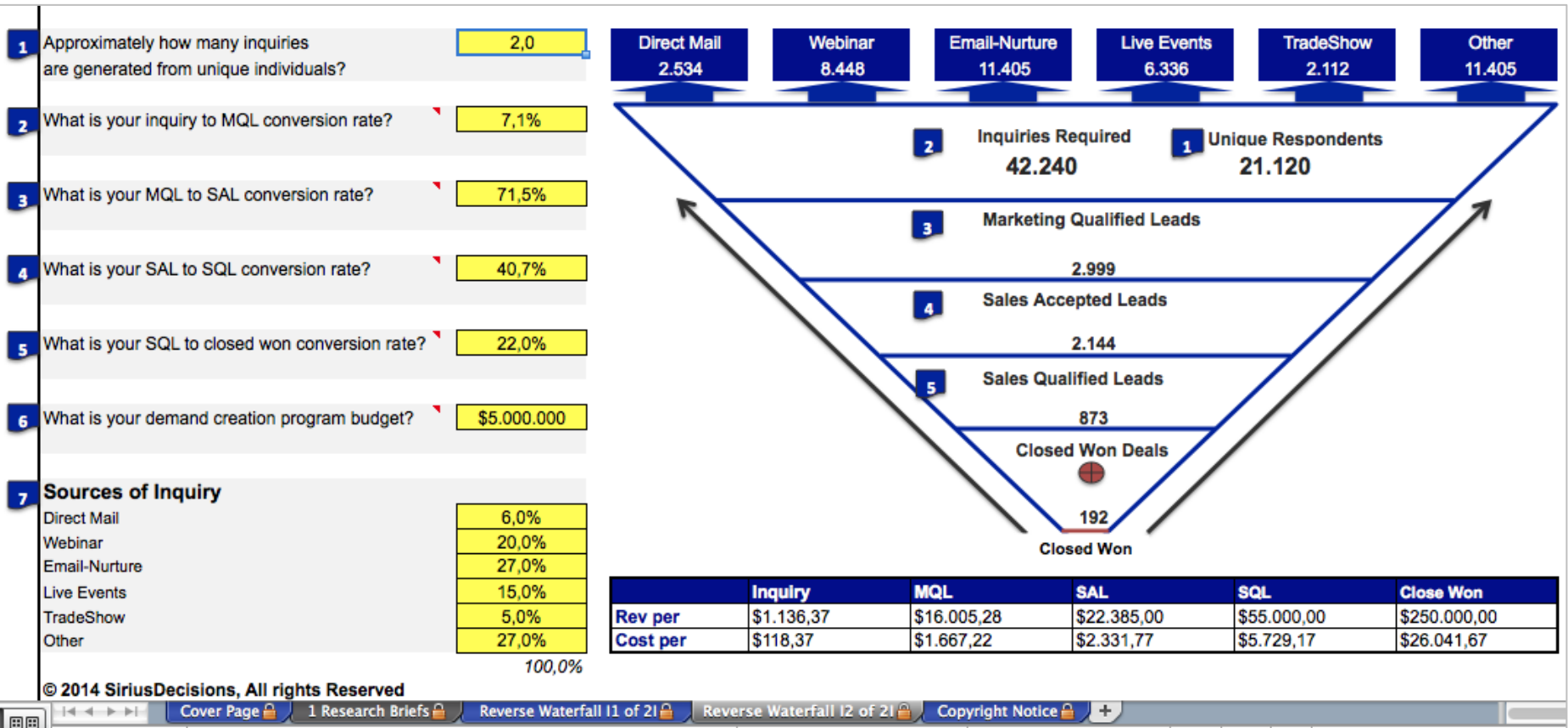
Marketing Contribution: Step 1 of 2

- 1 What dollar amount in annual new booking is required? \$120,000,000
- 2 What percentage of annual new booking is marketing expected to contribute? 40,0%
- 3 What is your average deal size? \$250,000

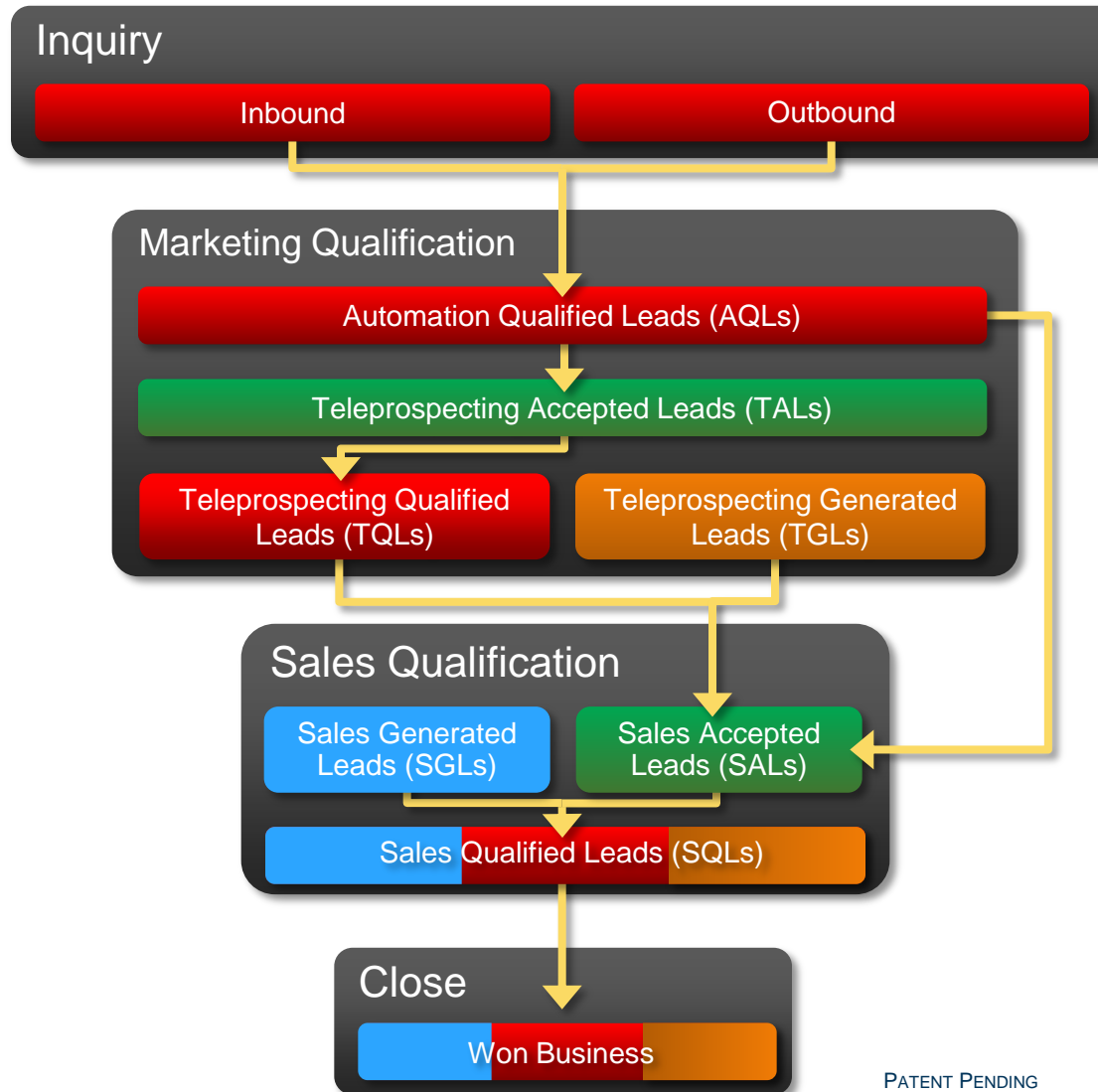


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Reversing the Demand Waterfall – Step 2



The SiriusDecisions Demand Waterfall



PATENT PENDING

What's New, What's Different?

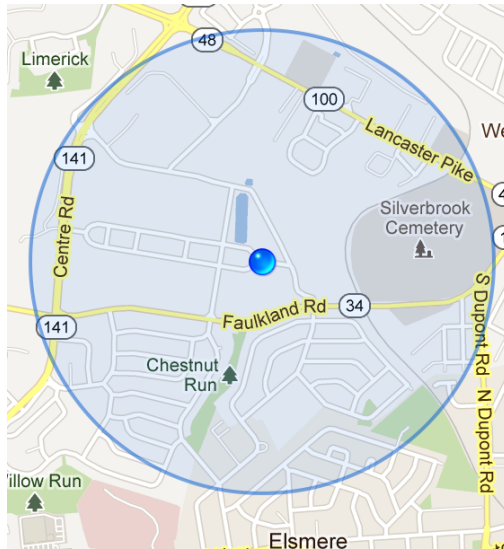
SiriusPerspective: The rearchitected waterfall offers new insights into channel lead performance, but lack of visibility hampers most efforts.



Waterfall Measurement



Waterfall Analysis Views Supporting Business Insight



Current Stage

Identifies Current Stage in Waterfall



Passport

Captures the Path through the Demand Waterfall

Key Waterfall Metrics Required for Business Insight



Volume

What do I currently have in the waterfall?



Conversion Rate

How efficiently are leads converting through waterfall stages



Velocity

How fast are leads moving through the waterfall?

Business Insights Enabled by Waterfall Analysis

Performance Management

How efficient is my lead management process in converting marketing and sales investments and leads into closed deals and revenue?

Process Diagnostics

Where are the weak points in my lead management process, and how can I improve these process issues?

Revenue Forecasting

What is the expected value of leads that are currently in my demand waterfall ?

Demand Planning

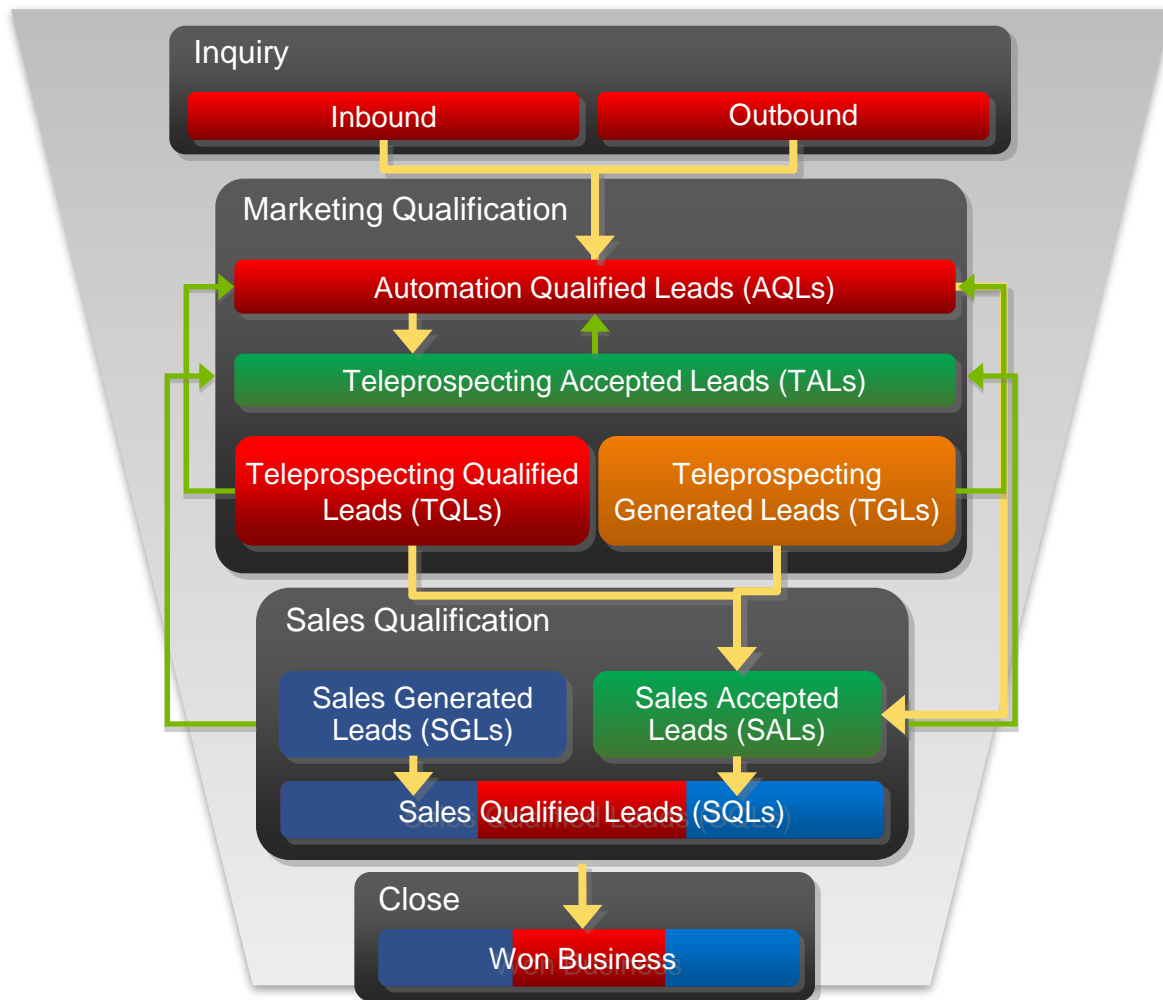
What investments in marketing and sales programs are needed to meet future revenue goals?

Sales & Marketing Alignment



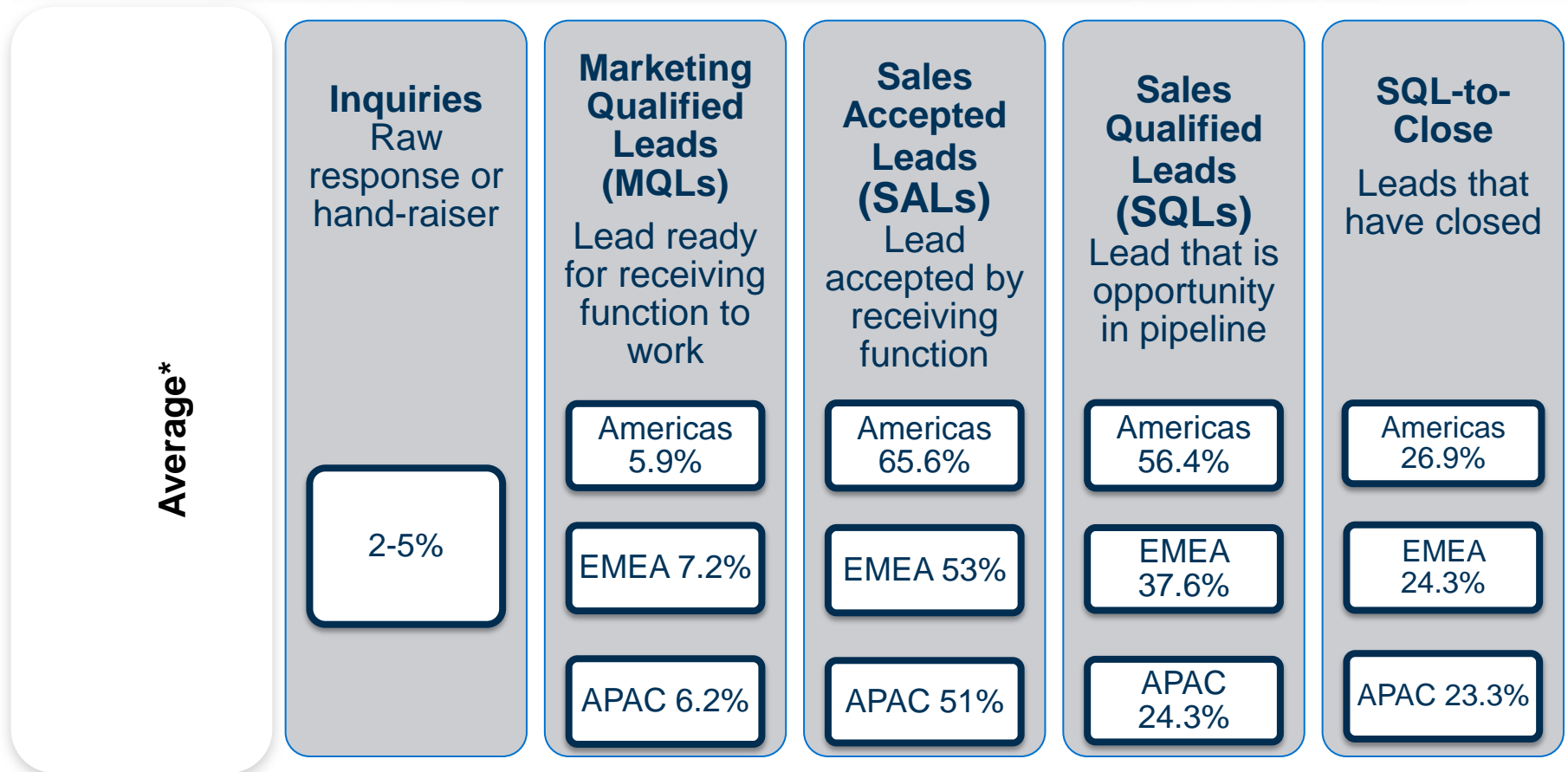
SLAs and the New Demand Waterfall

SiriusPerspective: There are five key sets of SLAs that drive efficiency and consistency in the end-to-end demand creation process.



Demand Creation Measurement: Metrics

SiriusPerspective: Expand on KPIs with six metrics that break marketing demand creation contribution into component parts.



*Cross-industry averages for b-to-b companies

Key Takeaways

- Modern marketers model demand creation performance to inform planning and decision making processes
- Model demand performance against multiple waterfall stage conversion scenarios, and layer in velocity metrics to determine the timing impact of demand creation programs
- Mitigate risks by identifying potential leaks and manage via SLAs

19-20 October 2015 – Our 6th Annual EMEA Summit

- Location: Westminster Park Plaza
- Date: 19-20 October 2015
- 500+ B2B sales, marketing and product attendees

- **2nd Executive Leadership Exchange (10am – 1pm)**

- By invitation only bringing together the most senior executives from B2B sales and marketing.



For more information, please contact your account executive directly, or Lucia DeAn-Jeziorski lucia.deangelisjeziorski@siriusdecisions.com, or visit: <http://www.siriusdecisions.com>