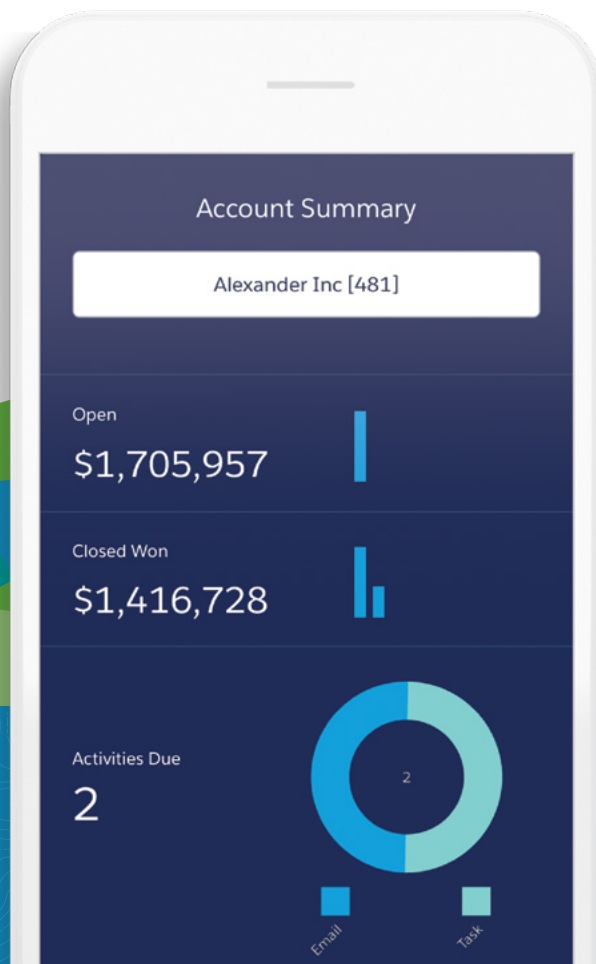


Wave App for Sales Guide

Turn insight into performance with the Wave App for Sales.





The Wave App for Sales gives everyone in your sales organisation the answers they need to make smarter decisions, faster. With pre-designed dashboards built for Sales Cloud data, Sales Managers, Reps, and Ops have the power to dive deep and explore, slicing and dicing data down to the individual record. And because it's natively integrated with Salesforce, you can take action back into Sales Cloud, without ever leaving the app. Everyone on your sales team can interact with their data, get answers, and turn insight into performance.

In this Guide we'll review Wave for Sales dashboards and explain how each person in your sales organisation can get the answers they need to make smarter decisions about your customers.



Wave App for Sales Dashboards

CONTENTS

PAGE

Introduction 4

START HERE IF YOU ARE A SALES MANAGER 5

1 – Sales Manager Overview: Get a quick overview of the state of business. 6

2 – Pipeline Changes: See the major changes to your pipeline. 7

3 – Team Productivity: See top- and bottom-ranked players across key performance categories. 8

4 – Quota Progress: Get an in-depth understanding of who is driving the most business. 9

START HERE IF YOU ARE A SALES REPRESENTATIVE 10

5 – Sales Rep Overview: Quickly identify your top open deals. 11

6 – Opportunity Discovery: Identify whitespace and discover new opportunities. 12

START HERE IF YOU ARE IN SALES OPERATIONS 13

7 – Sales Leader Overview: Keep a watchful eye on pipeline health. 14

8 – Sales Leader Pipeline Changes: Stay on top of key pipeline changes. 15

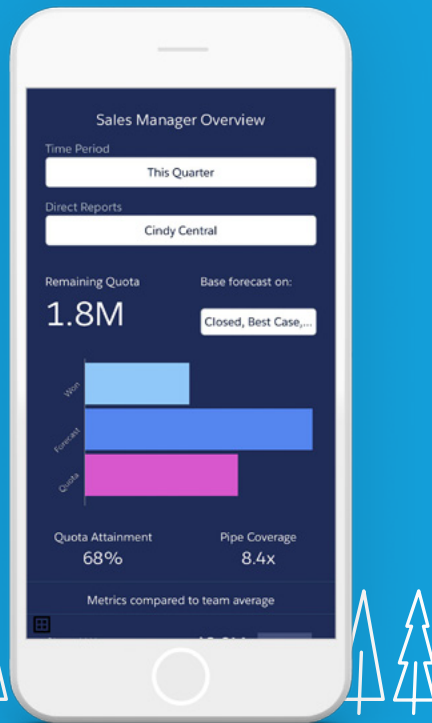
9 – Performance by Customer: Get a clear picture of your customer and account. 16

10 – Performance by GEO: Know what products are driving the most business. 17

11 – Performance by Source: Will you hit your target? Find out here. 18

12 – Performance by Product: Will you hit your target? Find out here. 19

Where do you go from here? 20



Introduction

WHAT YOU'LL LEARN

- How to ask new questions, interactively explore your sales data, and uncover insight and trends
- How to get a clear path through your Sales Cloud data on any device
- How to take action back into Salesforce from any Wave for Sales dashboard

WHO THIS GUIDE IS FOR

Your entire sales organisation can benefit from Wave for Sales.

Sales Managers get visibility into performance and pipeline to accelerate deals and coach reps.

Sales Reps can track their performance and identify new opportunities and whitespace.

Sales Ops can spot trends, evaluate opportunities by region, product, and team, analyse historical performances and identify new ways to optimise resources.



Sales Managers

Sales Managers are thinking about a million things at once: Am I going to hit my quota? What is my most current forecast? What happened to my forecast? Do I need to change my forecast? And what's the best way to manage team behaviour and coach reps? With Wave for Sales you'll get answers to all your business issues and take care of your reps, too.

SALES MANAGERS SHOULD CHECK OUT THESE CHAPTERS

1. MANAGER OVERVIEW

2. PIPELINE CHANGES

3. TEAM PRODUCTIVITY

4. QUOTA PROGRESS



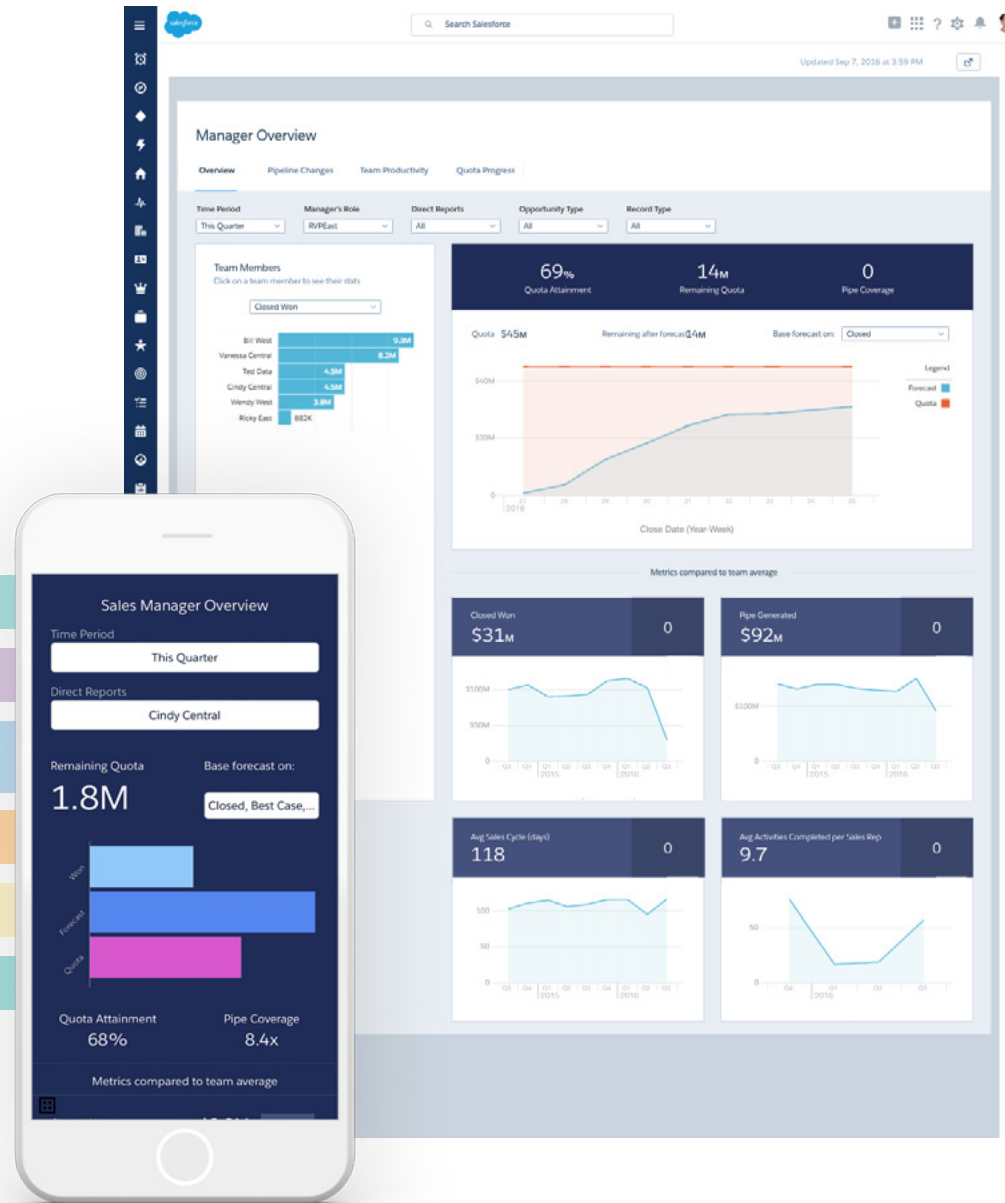
Overview

CHECK THE PULSE OF YOUR BUSINESS

The Sales Manager overview is for first-level managers who, from a role hierarchy perspective, have opportunity owners in subordinate roles. This dashboard gives managers a quick overview on how they are performing for a given time period.

HOW IT CAN HELP YOU SELL MORE:

- KNOW THE STATE OF YOUR OVERALL BUSINESS
- UNDERSTAND YOUR WIN RATE PERCENT BY DOLLARS
- KNOW HOW YOUR BOOKINGS INCREASED COMPARED TO THE SAME PERIOD LAST YEAR
- SEE YOUR TOP FIVE CLOSED/WON DEALS
- KNOW YOUR TOP FIVE NEW DEALS
- SEE THE ACTIVITIES COMPLETED IN THE LAST SEVEN DAYS



Pipeline Changes

KNOW THE KEY CHANGES TO YOUR PIPELINE

Understanding how your pipeline changes over time has never been easier. This dashboard gives you instant visibility into where your pipe started at the beginning of a period, where you ended up, and how you got there.

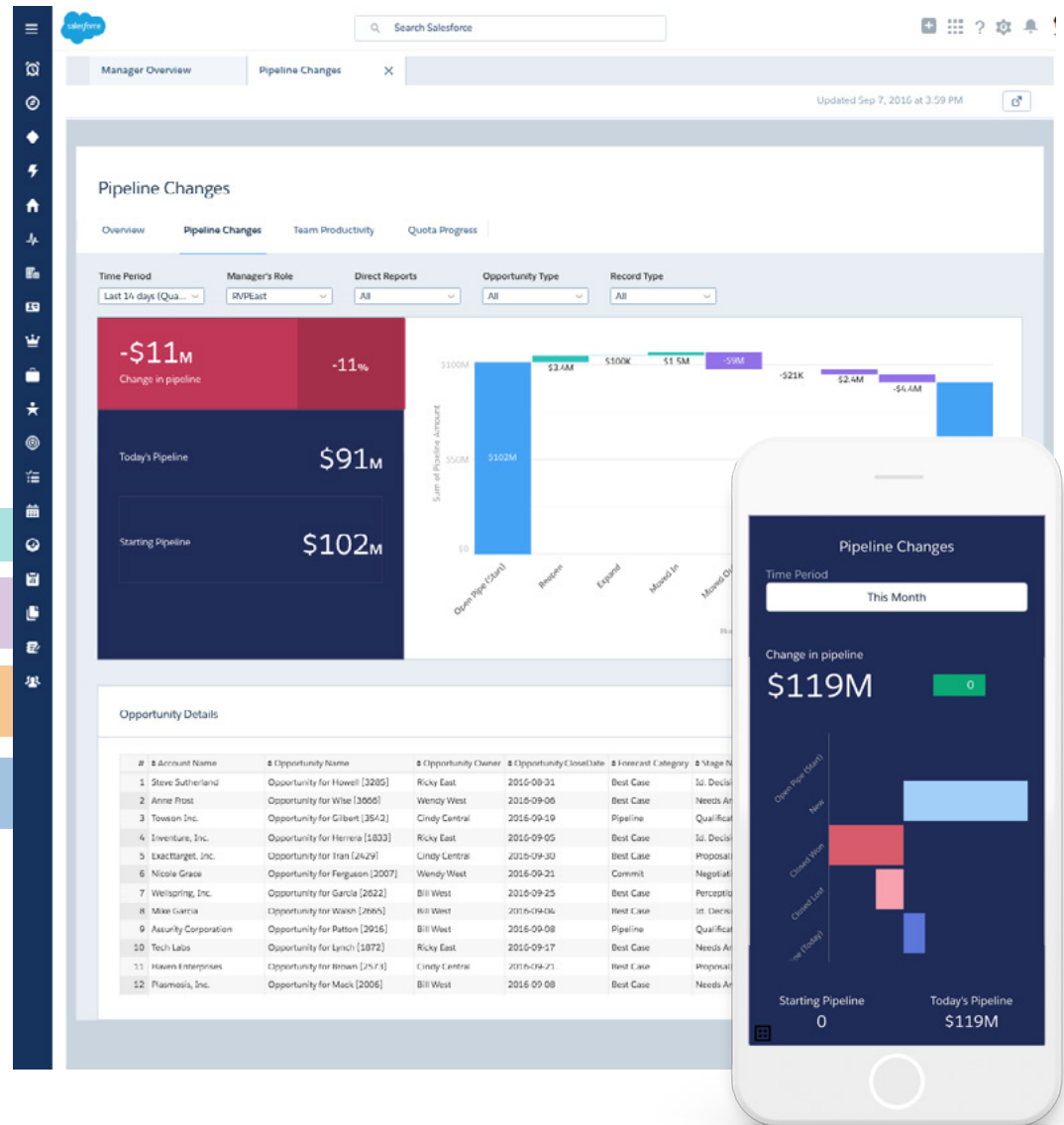
HOW IT CAN HELP YOU SELL MORE:

KNOW WHAT HAS CHANGED IN YOUR OPEN PIPELINE

UNDERSTAND PIPELINE INCREASES (NEW, RE-OPEN, MOVED IN, EXPAND)

KNOW WHAT CAUSED YOUR PIPELINE DECREASE (CLOSED WON, CLOSED LOST, MOVED OUT, REDUCED)

SEE THE MOVEMENTS IN YOUR OPEN PIPELINE BY GEO/CUSTOMER



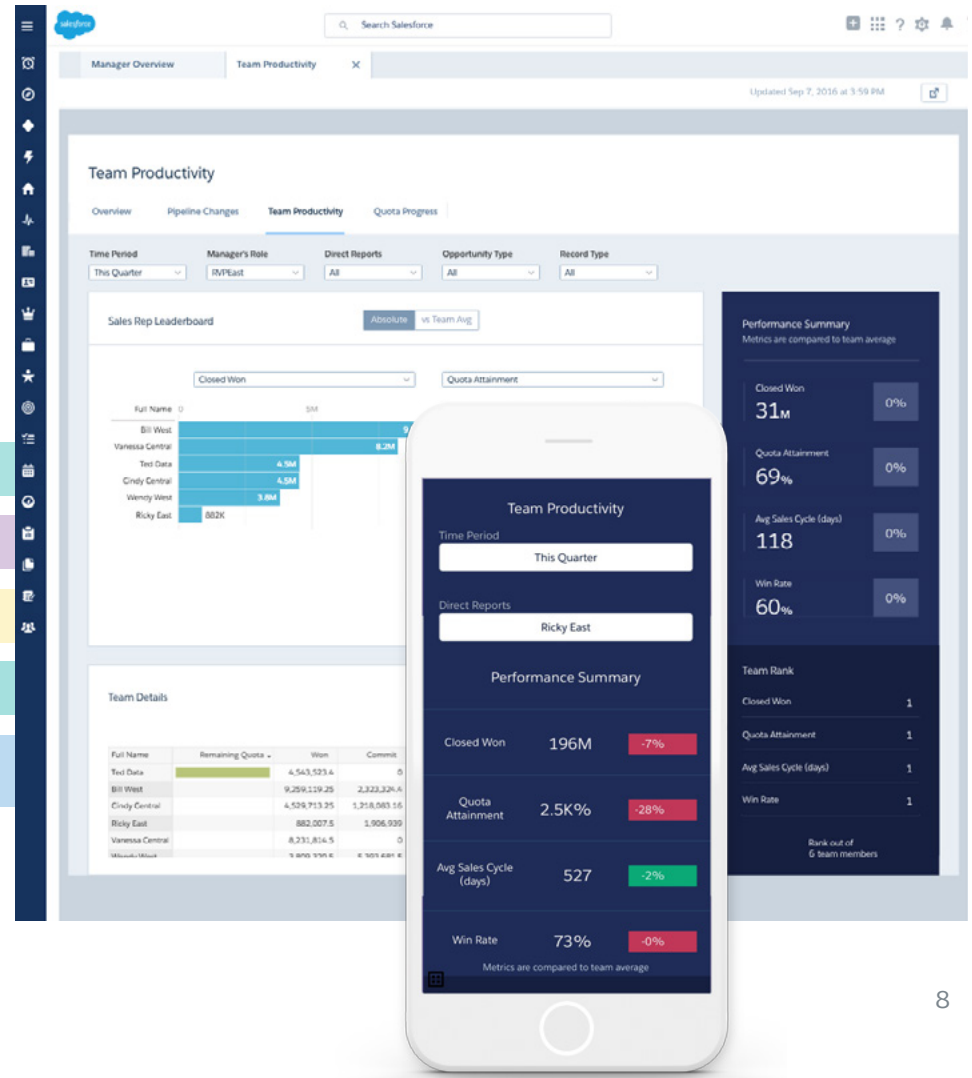
Team Productivity

SEE TOP AND BOTTOM-RANKED PLAYERS ACROSS KEY PERFORMANCE CATEGORIES

Being a manager isn't just about dollars, it's also about people. Get a view across all of the sales reps on your team and see how they stack rank across various key performance categories and time periods. See top and bottom-ranked players and identify coaching opportunities to make the whole team more productive.

HOW IT CAN HELP YOU SELL MORE:

- FIND THE TEAMS AND REPS WINNING THE MOST DEALS
- UNCOVER THE TEAMS AND REPS ADDING NEW DEALS TO THE PIPELINE
- SEE THE TEAMS AND REPS WITH CLOSING DEALS IN THE PIPELINE
- TRACK THE TOP/BOTTOM TEAMS AND REPS ACTIVITIES
- KNOW THE TOP/BOTTOM TEAMS AND REPS BY QUOTA ATTAINMENT DOLLARS



Quota Progress

GET AN IN-DEPTH UNDERSTANDING OF HOW YOU'RE TRACKING TO QUOTA

Dive deep into your quota attainment and look at opportunities set to close this quarter for improved forecast accuracy. Look ahead at next month or next quarter by changing the time selector and identify possible opportunities to move up.

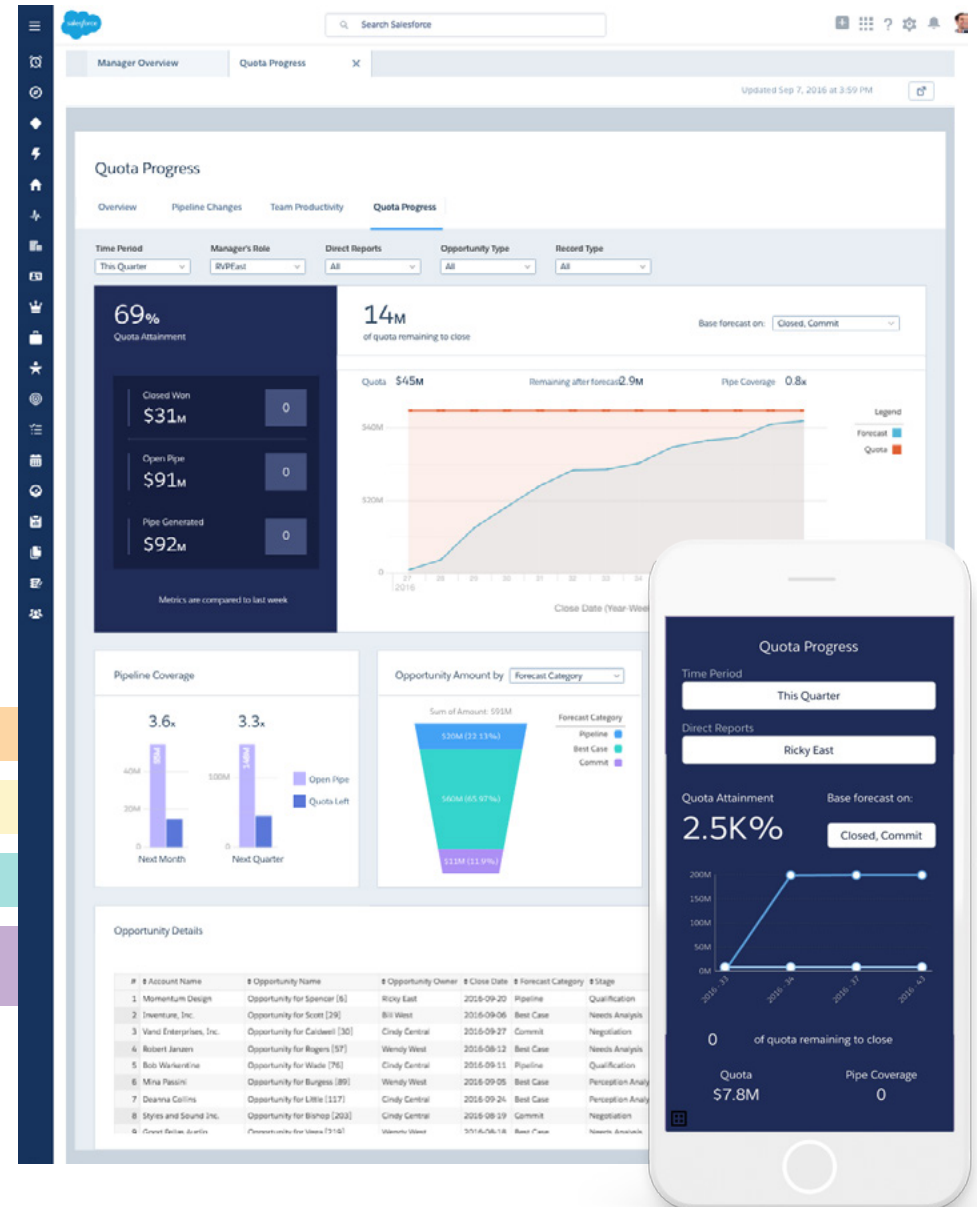
HOW IT CAN HELP YOU SELL MORE:

FIND OUT IF YOUR TEAM HIT ITS QUOTA

IDENTIFY MY REPS FORECASTED TO HIT THEIR QUOTAS

SEE THE TOP OPEN DEALS THIS QUARTER AND NEXT

KNOW THE DEALS MY TEAM SHOULD FOCUS ON TO ENSURE WE HIT OUR QUOTA



Sales Representatives

Sales Reps are totally focused on making quota and need to know where they stand at any given moment. How am I tracking to quota? What open opportunities do I need to focus on? What are my customers' underlying needs and are they being met today? Wave for Sales gives reps the insights they need to identify new opportunities, close bigger deals and become a trusted advisor to customers.

IF YOU ARE A SALES REP, TAKE A LOOK AT THESE CHAPTERS

5. SALES REP OVERVIEW

6. OPPORTUNITY DISCOVERY



Overview

QUICKLY IDENTIFY YOUR TOP OPEN DEALS

The Sales Rep overview is for reps that own opportunities and carry a quota. Look at your quota attainment and get instant insight into closed/won opportunities, open pipe, and completed activities for a given timeframe. View your forecast and how you're tracking toward your quota.

HOW IT CAN HELP YOU SELL MORE:

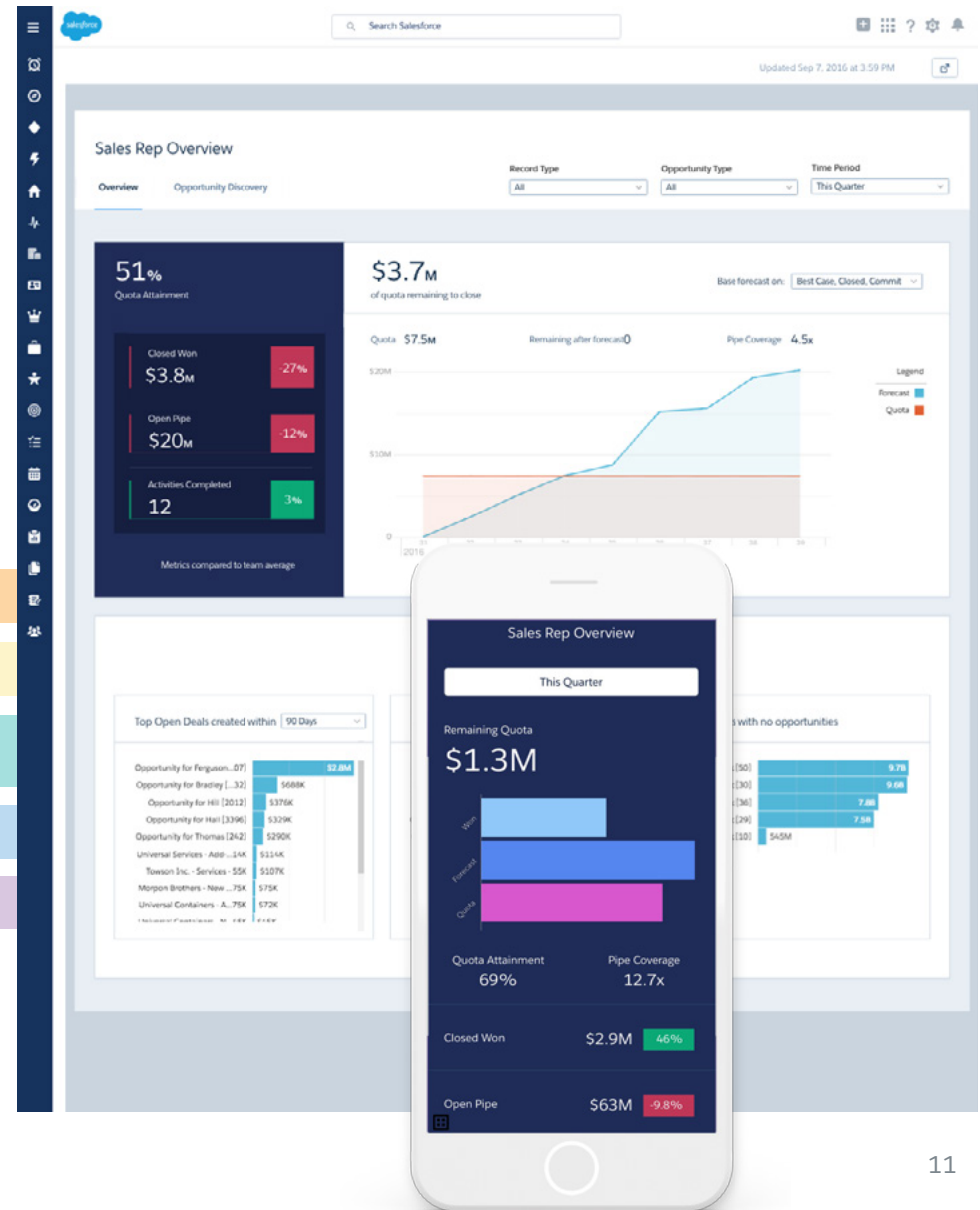
KNOW THE STATE OF YOUR OVERALL BUSINESS

SEE YOUR WIN RATE PERCENT BY DOLLARS

KNOW WHICH BOOKINGS INCREASED COMPARED TO THE SAME PERIOD LAST YEAR

KNOW YOUR TOP CLOSED/WON DEALS AND NEW DEALS

SEE HOW MANY ACTIVITIES HAVE BEEN COMPLETED IN LAST SEVEN DAYS



Opportunity Discovery

UNCOVER NEW OPPORTUNITIES, INSTANTLY

Quickly identify whitespace and discover new opportunities. Slice and dice opportunities and closed/won business by owner, customer, geography, product, and source, then drill into the details to take an action on the Sales Cloud record.

HOW IT CAN HELP YOU SELL MORE:

DIVE INTO THE NEW/EXISTING BUSINESS YOU HAVE CLOSED/WON IN THE LAST WEEK/MONTH/QUARTER/YEARS

SEE AN INCREASE OR DECREASE IN GROWTH BY DIFFERENT PARTS OF THE BUSINESS

INSTANTLY IDENTIFY THE WHITESPACE BY SLICING AND DICING ACROSS KEY ACCOUNT AND DEAL QUALITIES

TAKE ACTION - LIKE LOGGING TASKS - RIGHT ON THE ACCOUNT RECORD FOR IMMEDIATE FOLLOW UP

#	Account Name	Account Annual Revenue	Account Employee Size	Opportunity Name	Product Name	Opportunity Close Date	Forecast Category	Stage
1	Morson Brothers	5,000,000	1,700	Morson Brothers - Services - 97K	Monthly Subscription	2016-08-11	Closed	Closed W
2	Morson Brothers	5,000,000	1,700	Opportunity for Cummings [424]	Wireless Speaker System	2016-07-29	Closed	Closed W
3	Universal Services	460,000,000	1,200	Opportunity for Peterson [113]	The Chairman	2016-07-17	Closed	Closed W
4	Chip Gull	240,000	0	Opportunity for Survan [194]	Wireless Speaker System	2016-07-12	Closed	Closed W
5	United Partners (San Francisco)	53,000,000	1,800	Opportunity for Holloway [1389]	The Headphones	2016-07-24	Closed	Closed W
6	Universal Containers	84,000,000	390	Opportunity for Allen [2204]	The Headphones	2016-07-01	Closed	Closed W
7	Morson Brothers	5,000,000	1,700	Opportunity for Cummings [424]	Wireless Speakerphone Extension	2016-07-29	Closed	Closed W
8	Towson Inc.	7,200,000	175	Opportunity for Harrington [3782]	Product A	2016-08-30	Closed	Closed W
9	Morson Brothers	5,000,000	1,700	Opportunity for Cummings [424]	Wireless Speaker System	2016-07-29	Closed	Closed W
10	United Partners (San Francisco)	53,000,000	1,800	Opportunity for Holloway [1389]	Premium Support	2016-07-24	Closed	Closed W
11	Morson Brothers	5,000,000	1,700	Opportunity for Cummings [424]	Exhaust Fan	2016-07-29	Closed	Closed W
12	United Partners (San Francisco)	53,000,000	1,800	Opportunity for Holloway [1389]	Air Filter	2016-07-24	Closed	Closed W
13	Morson Brothers	5,000,000	1,700	Opportunity for Cummings [424]	Labor - On Site Technician	2016-07-29	Closed	Closed W

Sales Operations

Sales operations is critical to a sales team's success. Ops is the strategic advisor, guiding the decisions that drive efficiency and maximise revenue. Ops understands the business from the ground up: what's the sales cycle time and how has that changed? How are the company's products selling across industry, region, segment? Where are the sales team's gaps and how should we think about growing the team and influencing behaviours?

IF YOU ARE IN SALES OPERATIONS, THESE CHAPTERS ARE FOR YOU

7. SALES LEADER OVERVIEW

8. SALES LEADER PIPELINE CHANGES

9. PERFORMANCE BY CUSTOMER

10. PERFORMANCE BY GEO

11. PERFORMANCE BY SOURCE

12. PERFORMANCE BY PRODUCT



Sales Leader Overview

KEEP A WATCHFUL EYE ON PIPELINE HEALTH

The Sales Leader Overview dashboard is designed for sales execs and operations who are level two managers and above. It provides an overview of open pipeline rolled up by role one level below the selected manager role. Because these users need to see more opportunities, they can slice dice by product, customer segment, owner, and geo.

HOW IT CAN HELP YOU SELL MORE:

MONITOR THE STATE OF THE OVERALL BUSINESS

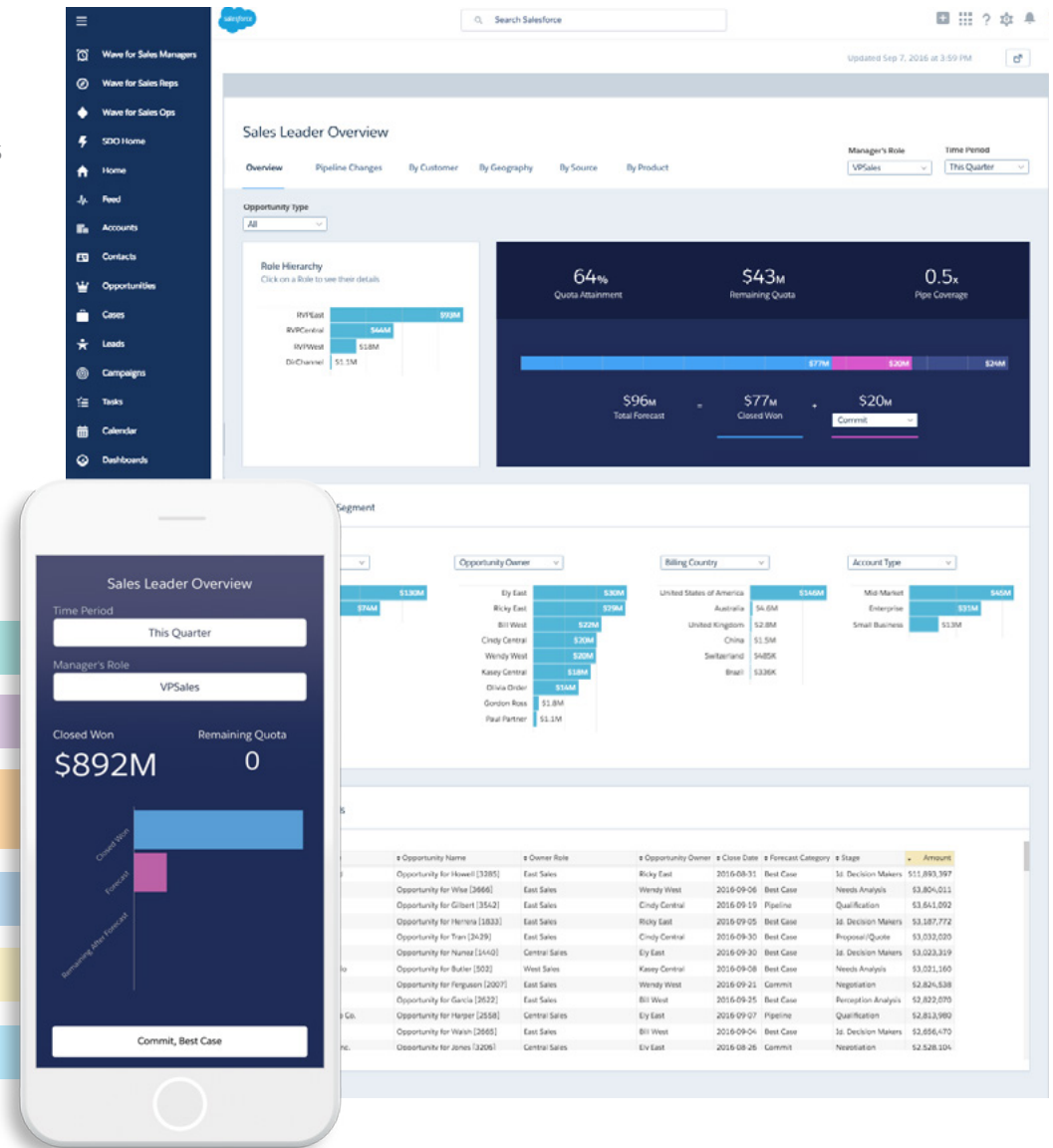
TRACK WIN RATE PERCENT BY DOLLARS

SEE HOW BOOKINGS INCREASED COMPARED TO THE SAME PERIOD LAST YEAR

RANK THE TOP FIVE CLOSED/WON DEALS

KNOW THE TOP FIVE NEW DEALS

REPORT ACTIVITIES COMPLETED IN THE LAST SEVEN DAYS



Sales Leader Pipeline Changes

STAY ON TOP OF KEY PIPELINE CHANGES

The Sales Leader Pipeline Changes dashboard is built for users at the top of the role hierarchy with access to volumes of opportunity records. New filters make it easy for sales execs and operations to drill down further on pipeline details to adjust strategic business direction and deliver better operational support.

HOW IT CAN HELP YOU SELL MORE:

TRACK CLOSED WON/LOST OPPORTUNITIES THAT WERE CLOSED WON OR LOST AFTER THE BEGINNING OF THE SELECTED PERIOD

LOOK INTO OPPORTUNITIES WHERE TOTAL AMOUNT IS LESS THAN IT WAS AT THE START OF THE SELECTED QUARTER

SEE NEW OPPORTINITIES CREATED AFTER THE START PERIOD

UNDERSTAND PIPELINE CHANGES BY QUARTER

MONITOR ALL OPPORTUNITIES SET TO CLOSE FROM QUARTER START TO NOW

The dashboard displays the following data:

- Summary:** Change in pipeline: -\$7.5M (-12%). Today's Pipeline: \$54M. Starting Pipeline: \$62M.
- Bar Chart:** Shows pipeline changes by bucket. Buckets include: Over 100 (500k), Budget, Expense, Month End, Release, Closed Lost, and Over 100 (500k). Values range from \$10M to \$15M.
- Pipeline Segmentation:**

Account Source	Billing Country	Account Type	Opportunity Owner
Wishful	United States of A.ica	Mid-Market	Crivy Central
Marketing Events	United Kingdom	Enterprise	Wendy West
Data.com	Australia	Small Business	Bill West
Referral	China		Ricky East
Partner	Switzerland		
- Opportunity Details Table:**

#	Account Name	Opportunity Name	Opportunity Owner	Opportunity Close Date	Forecast Category	Stage Name	Pipeline Amount
1	Anne Frost	Opportunity for Wise (3866)	Wendy West	2016-09-06	Best Case	Needs Analysis	\$3,804,011
2	Towson Inc.	Opportunity for Gilbert (3942)	Crivy Central	2016-09-19	Pipeline	Qualification	\$3,611,092
3	Inventare, Inc.	Opportunity for Harms (1833)	Ricky East	2016-09-05	Best Case	Use Decision Makers	\$3,187,772
4	Enactstang, Inc.	Opportunity for Tran (2426)	Crivy Central	2016-09-30	Best Case	Proposal/Quote	\$3,032,030
5	Nesise Grace	Opportunity for Ferguson (2007)	Wendy West	2016-09-21	Commit	Negotiation	\$2,824,538
6	Whispering, Inc.	Opportunity for Garcia (2622)	Bill West	2016-09-25	Best Case	Recognition Analysis	\$2,822,870
7	Mina Garcia	Opportunity for Wean (2665)	Bill West	2016-09-04	Best Case	Use Decision Makers	\$2,656,470
8	Assurity Corporation	Opportunity for Patton (2916)	Bill West	2016-09-08	Pipeline	Qualification	\$2,300,440
9	Tech Labs	Opportunity for Lynch (1872)	Ricky East	2016-09-17	Best Case	Needs Analysis	\$2,137,100
10	Haven Enterprises	Opportunity for Brown (2573)	Crivy Central	2016-09-21	Best Case	Proposal/Quote	\$1,900,598
11	Pharmacia, Inc.	Opportunity for Mack (2006)	Bill West	2016-09-08	Best Case	Needs Analysis	\$1,775,250

Performance by Customer

GET A CLEAR PICTURE OF YOUR CUSTOMERS AND ACCOUNTS

Optimise your sales strategy by digging into performance by account and opportunity. Quickly see the latest trends across your customers – know what to talk about every time you pick up the phone, and quickly evaluate where there may be new opportunities.

HOW IT CAN HELP YOU SELL MORE:

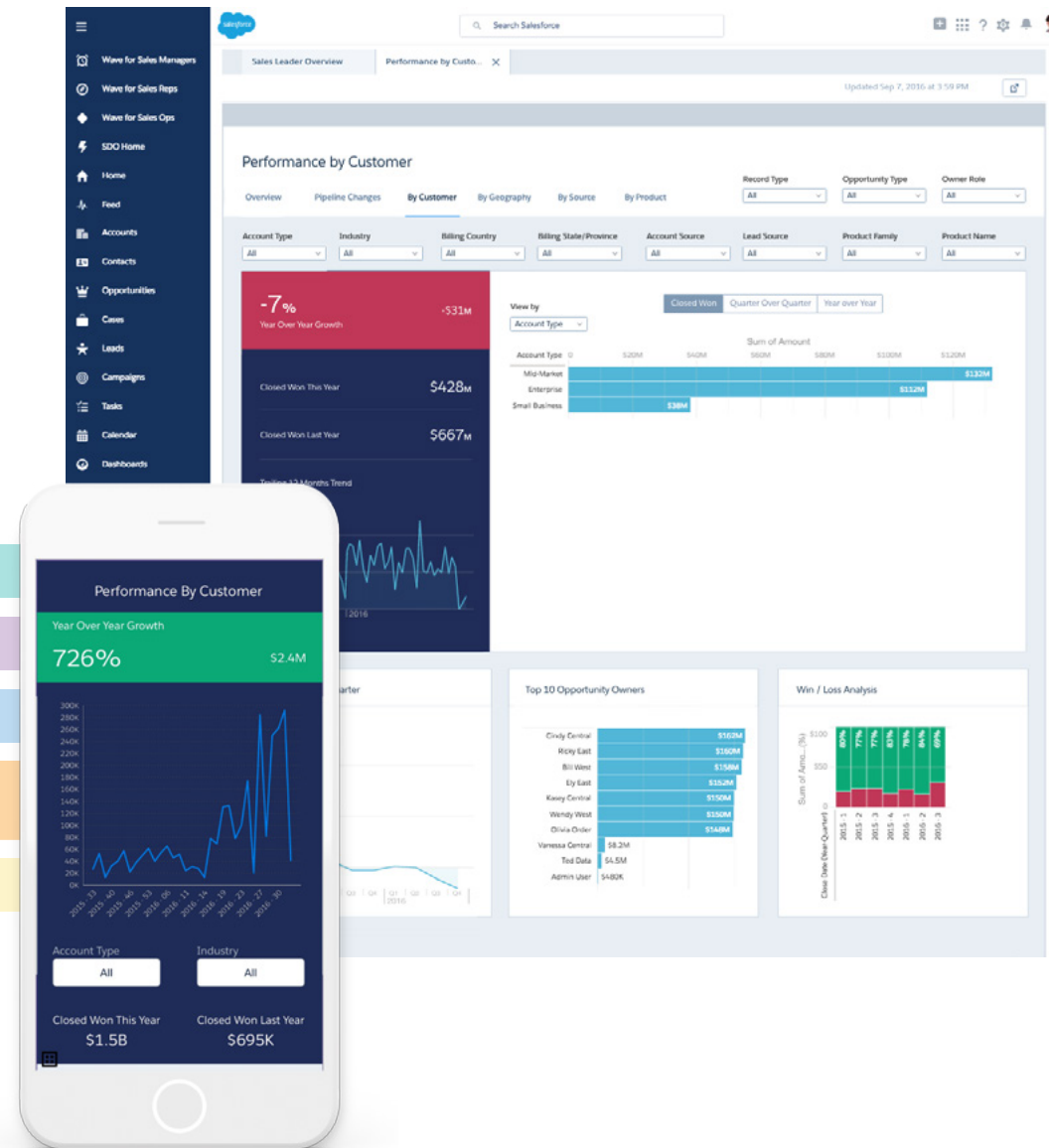
KNOW HOW MUCH A PARTICULAR ACCOUNT HAS SPENT

SEE THE OPEN OPPORTUNITIES PER CUSTOMER ACCOUNT

UNDERSTAND WHAT STAGE THESE OPEN OPPORTUNITIES ARE IN

KNOW YOUR AVERAGE WIN RATE PERCENTAGE BY DOLLAR PER ACCOUNT

FIND YOUR AVERAGE SALES CYCLE BY CUSTOMER



Performance by Geo

KNOW WHAT PRODUCTS ARE DRIVING THE MOST BUSINESS

Zero in and analyse performance numbers by country or state. Quickly get the details on how your business is performing across every key metric. Slice and dice closed/won business by geography, then drill into the details in the related dashboards.

HOW IT CAN HELP YOU SELL MORE:

- CHOOSE WORLD MAP OR US MAP
- SEE YEAR-OVER-YEAR GROWTH BY AREA; COMPARE THIS YEAR, LAST YEAR/LAST YEAR
- SEE TOP SALES REP OPPORTUNITIES BY REGION
- GET Q/Q GROWTH TREND AND WON/LOSS ANALYSIS BY GEO

The image displays the Salesforce Performance by Geography dashboard on both a desktop monitor and a smartphone. The desktop dashboard includes a navigation sidebar, a search bar, and a main content area with various filters and charts. The smartphone view shows a simplified version of the dashboard with a line chart and key metrics.

Desktop Dashboard Details:

- Performance by Geography Summary:**
 - Year Over Year Growth: -7%
 - Closed Won This Year: \$428M
 - Closed Won Last Year: \$667M
- World Map:** A world map showing sales activity by region, with a color scale from \$982K to \$401M.
- Top 10 Opportunity Owners:**

Owner	Amount
Civily Central	\$163M
Ricky East	\$150M
Bill West	\$139M
Ely East	\$129M
Kasey Central	\$109M
Wendy West	\$109M
Chivia Chisel	\$109M
Vivanna Central	\$8.2M
Test Data	\$4.5M
Admin User	\$480K
- Win / Loss Analysis:** A bar chart showing the sum of amount by quarter from 2015-1 to 2016-3.

Smartphone Dashboard Details:

- Performance By Geography Summary:**
 - Year Over Year Growth: 2K%
 - Closed Won This Year: \$893M
 - Closed Won Last Year: \$148K
- Line Chart:** A line chart showing sales performance over time from 2015-1 to 2016-3.

Performance by Source

INSTANTLY UNDERSTAND WHERE DOLLARS ARE COMING FROM

This is the dashboard that every sales ops manager is going to want to share with their marketing team. Understand all of your lead sources and those that are driving closed deals across every rep and segment. Know where to invest to grow the business.

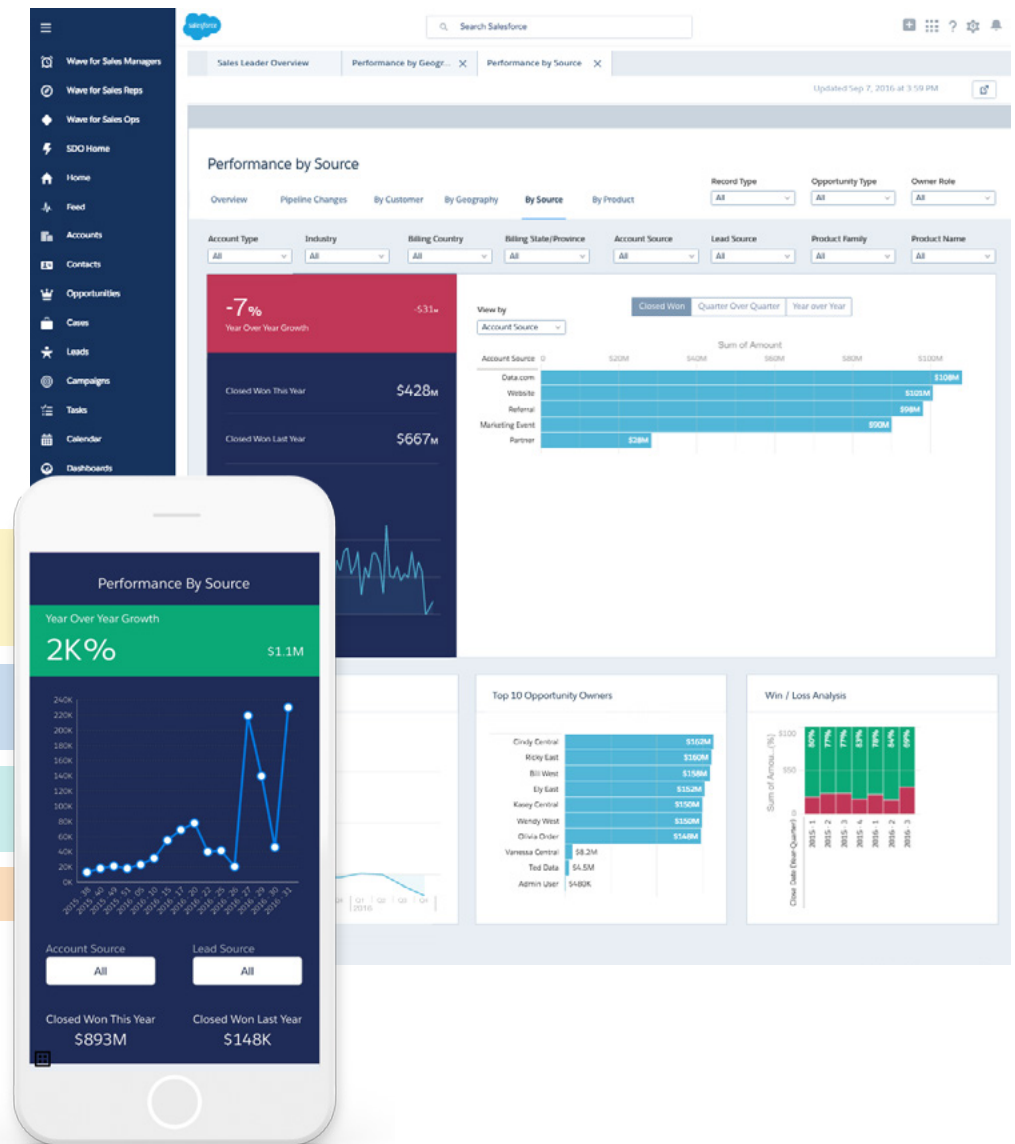
HOW IT CAN HELP YOU SELL MORE:

KNOW HOW MUCH NEW/EXISTING BUSINESS HAS CLOSED/WON IN THE LAST WEEK/MONTH/QUARTER/YEAR BY DIFFERENT MARKETING SOURCES

UNDERSTAND THE MARKETING SOURCES THAT MAKE UP MOST OF YOUR CLOSED/WON BUSINESS

SEE AN INCREASE/DECREASE IN YOY GROWTH BY DIFFERENT MARKETING SOURCES

COMPARE TOP MARKETING SOURCES



Performance by Product

KNOW WHICH PRODUCTS DRIVE THE MOST BUSINESS

Filter for trends by every product and get an in-depth understanding of what products are driving the most business and what products need your attention.

HOW IT CAN HELP YOU SELL MORE:

KNOW HOW MUCH NEW/EXISTING BUSINESS HAS CLOSED/WON IN THE LAST WEEK/MONTH/QUARTER/YEAR BY DIFFERENT PRODUCTS

SEE WHAT PRODUCTS MAKE UP MOST OF YOUR CLOSED/WON BUSINESS

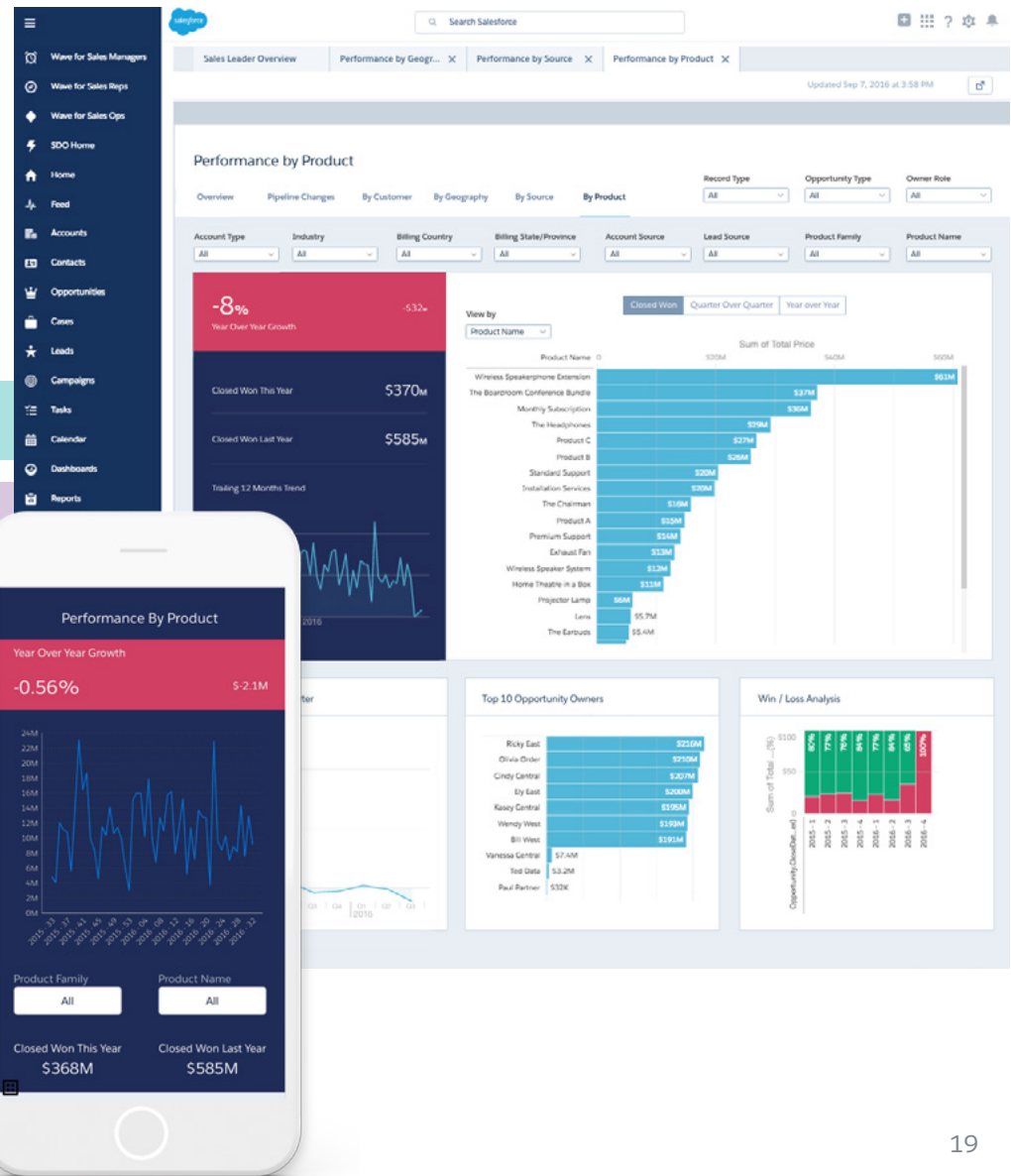
SEE AN INCREASE/DECREASE IN YOY GROWTH BY PRODUCT

UNDERSTAND WHEN IT IS TIME TO SHIFT THE BOOKINGS MIX ACROSS DIFFERENT PRODUCTS

KNOW THE PRODUCT PORTFOLIO MIX SOLD BY DIFFERENT TEAMS AND PEOPLE

SEE YOUR WIN RATE BY DOLLAR AND ACROSS DIFFERENT PRODUCTS

COMPARE TOP PRODUCTS





Where do you go from here?

With Wave for Sales everyone on the team has the power to dive deep and explore, slicing and dicing data down to the individual record. See data from multiple angles and uncover insights into how deals are moving through the pipeline. Understand key business performance drivers, visualise trends, assign actions, and get fast answers to questions about business results, no matter where their job takes them.

For more detailed information and a free Wave for Sales demo, contact your sales rep. Or go to salesforce.com/au/analytics-cloud.





**CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY**



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.