



The Excellent Process Playbook

Discover how to improve a process by 10% to 30% with customer data

APPOINTMENT SCHEDULED	PITCHED	PROPOSAL	CONTRACT SENT	CLOSED WON
<p>Dundler Mifflin \$8,275 12/25/2023 High Email 6 days ago ! No activity scheduled</p>	<p>Blackford Inc. \$18,575 05/10/2023 High Meeting 3 days ago ! No activity scheduled</p>	<p>Lime INC. \$23,275 07/31/2022 High Email 2 days ago Task scheduled for tomorrow</p>	<p>Lore Ventures \$17,350 06/21/2024 High Call 20 minutes ago Task scheduled in 1 day</p>	<p>Abbott-Smitham \$16,575 02/31/2024 High Email 16 days ago ! No activity scheduled</p>
<p>Solar Solutions \$8,275 09/21/2022 Low Email 21 days ago Meeting in 3 days</p>	<p>Tamlin Enterprises \$14,625 04/16/2022 Medium Call 7 days ago ! No activity scheduled</p>		<p>Doyle-Hand \$11,475 02/11/2024 High Task 16 days ago ! No activity scheduled</p>	<p>Adam and Sons \$18,455 08/24/2022 Low Email 3 days ago Meeting scheduled in 11 days</p>
	<p>Seon Capital \$21,260 01/23/2023 Low Email 23 days ago ! No activity scheduled</p>		<p>Stroman Ltd \$9,360 03/26/2023 Low Email 2 days ago ! No activity scheduled</p>	

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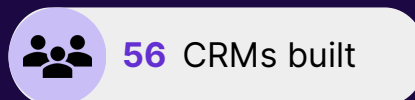
Hi, I'm Kevin 🙌

I've built business processes for 52 companies.

I get amped up when clients improve their business by 10% to 30% with slight adjustments in their process.

My goal is to share real situations with data to back up strategies.

Follow along to learn how to build excellent processes.



The Moment I Realized Process is Powerful

At my first job, I had a monthly ad budget of \$600,

My sales reps took 7 calls to get a meeting.

My goal was to cut it to 1 call.

I was hungry for results with no progress.

Finally, I noticed none of our leads were being called within an hour.

With a lookalike audience and a sales rep that called while the prospect was still on the page, we booked 35% of new MRR in a month.



\$7,000 in new MRR each month

Hownd brought me on to build the technology underlying their marketing. I helped by cutting the sales cycle in half for the 35% of new MRR I sourced from marketing.

Challenge

Hownd ran their entire organization on outbound sales. This caused a bottleneck with how many sales reps they could hire without getting diminishing returns. They needed an inbound funnel that showed the value of marketing.

Solution

At Hownd, I tested multiple funnels and worked alongside sales team members to increase lead response time and conversion from MQLs to SQLs. This resulted in our team adding \$7,000 in new MRR each month through inbound with half the sales cycle. This led to executive buy in from the organization as a whole.

35%

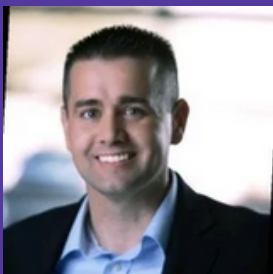
New MRR

\$7k

New Monthly MRR

30%

Reduction in sales cycle



Chris Boyster,
Chief Revenue Officer

hownd

Kevin's "out of the box thinking" led us to double our growth quarter over quarter. Kevin is an easy person to recommend!

Isn't Operations a Cost Center?

Many people believe operations only burns cash.

This limiting belief prevents massive growth.

Here are some ways operations can grow your business.



Increase Conversion

Higher conversion rates mean direct increase in revenue per sales cycle. It can be the biggest impact on your business.



Increase Speed

Faster cycles means more money each month. When money comes in quicker, your business is able to reinvest revenue faster.



Increase Productivity

Your sales team is busy. Only 36% of their time is spent selling. Some small changes can increase their selling time and impact quickly.

What is an “Excellent Process”?

A process runs every part of your business.

Sadly, many cause more friction than ease.

Here’s how I define an “Excellent Process”.



Target Outcome

An excellent process has a very clear outcome. Without it, it’s impossible to benchmark and adjust.



High Impact

An excellent process increases conversion and productivity or decreases cycle time.

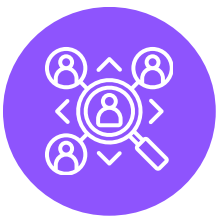


Well Documented

An excellent process needs rigorous documentation on how to use it, maintain it, and the impact it has on the organization.

How to Find Opportunities

To find opportunities or bottlenecks in your business, you need a birds eye view. Here's how you can analyze your business in a couple days.



Interview Stakeholders

In operations, it's impossible to know everything that happens. A few interviews will review the pain of each department.



Map the Business

To get a bird's eye of your business, you need to map out how decisions move through the business.



Benchmark Analytics

Once you have your map, add conversion rates and cycles to identify key pain points of the business.



Test Experiments

Once you see the bottlenecks in your business, make estimated guesses on how action will adjust the rates. Then, act.

The 3 Types of Plays

There are 3 key ways to improve a process. Here's the breakdown.



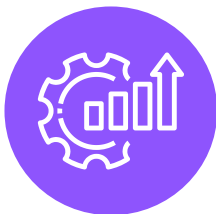
Conversion Plays

When broken up into small steps, a process is easy to improve. By making small adjustments to each part of the process, you can grow a process.



Data Plays

When your data clearly shows what's working and what isn't, decisions are easy.



Productivity Plays

Automation can increase your team's productivity by 12%.

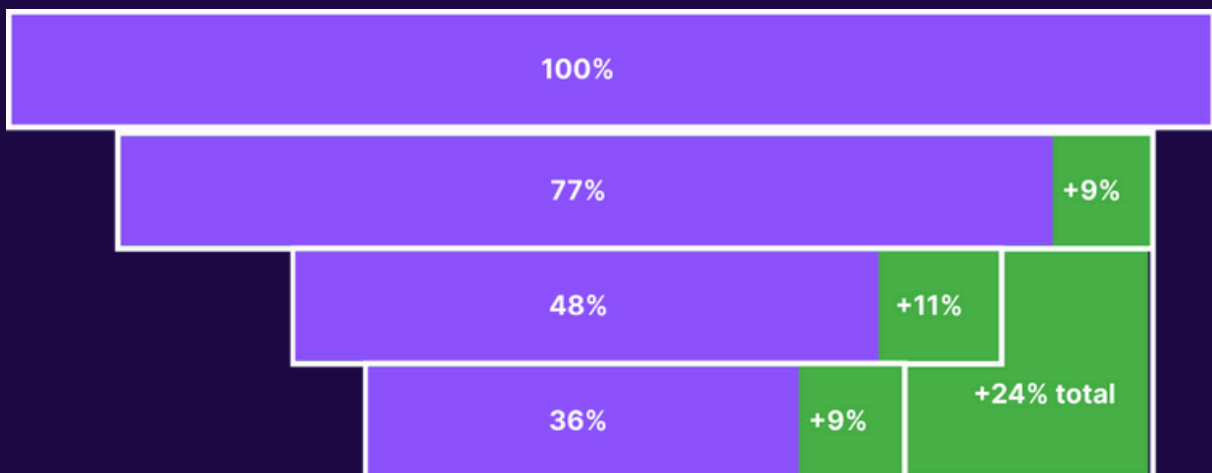
Create Compounding Growth with Conversion Plays

Increasing revenue has never been easier when there are clear levers to pull.

After working with 56 companies, I have a few easy levers to recommend to make an impact quickly.

Below is an example from a client on how these changes can compound and increase conversion significantly.

Next, let's talk about how to find these opportunities.



Conversion Benchmarks

Before looking into how to improve your conversion, let's look at some benchmarks for conversion rates.

These will change industry to industry, but we've found these are the baselines.

- A visitor to lead rate of 2.4% conversion rate
- A lead to MQL rate of 31% conversion rate
- An MQL to SQL rate of 13% conversion rate
- A lead to appointment conversion rate of 23% after 8 touch points
- A show rate for discovery calls of 85% conversion rate
- A discovery to opportunity rate of 38% conversion rate
- A show rate for demo calls of 85% conversion rate
- A demo to verbal commitment rate of 48%
- A contract to closed won rate of 40%
- A healthy SaaS close rate should be 22%
- The typical B2B SaaS sales cycle is 84 days for transactional

Call Leads within a Minute

Start tracking how fast your sales people are calling leads.


If it is more than 5 minutes, you're losing out on a lot of money.

When you call a lead a minute after they fill out a marketing form, your conversion to a meeting goes up by 390%.

As I showed in my case study at Hownd, our sales cycle was cut by a third by calling leads faster and marketing had a 11x return on investment.

Build notifications for your sales team and hold them accountable to call leads faster.

Date Range: All time

Color:  ▼

Average Lead response time



Tighten Qualification

67% of deals are lost because they were selling to bad fit clients.

By requiring specific data from your sales reps, you can improve close rates and sales cycles by only spending time on good leads.

You can even cancel discovery calls with bad fit leads. Here's my qualification checklist.

Team Members *

Budget

Marketing Budget

Glassdoor Rating

Desired Outcomes

Revenue Operations Team

Implementation Deadline

Funding Level

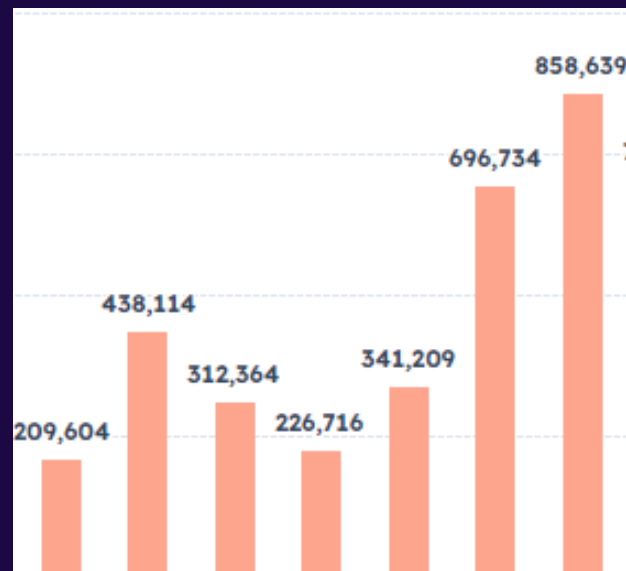
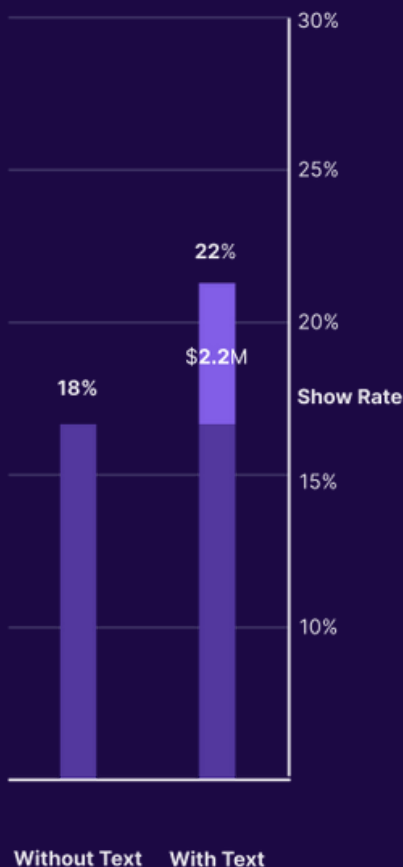
Venture Capital Raised

Increase Meeting Shows with Text Messages

Meetings are the main source of sales for most sales-oriented businesses.

The show rate for meetings is usually 85%. That means over a year, if it takes a discovery call and a demo to close a deal, you're losing 15% from your funnel a year.

I recommend adding automated show rate reminders using SalesMSG to increase your revenue by 7% over a year.



\$12M in receivables generated

An events based sales company increased their show rate by 22% with HubSpot and SalesMSG to send text reminders prior to the event.

Challenge

Our client had a high close rate at 45%; however, was leaving money on the table with a 17% show rate from the events registrations. Relying on advertising meant that each percent of show rate was wasting money on the table.

Solution

Erabond implemented a registration confirmation text message after a registration using Salesmsg. Once a contact confirmed with a reply of "Y", we marked them as confirmed to forecast our attendees. Finally, we sent a 24 hour prior text reminder for their workshop. This led to more attendees at our events, a higher advertising ROI, and a significant increase in revenue.

22%

increase in
show rate

\$4.2m

added to annual run
rate

9

new customers a
month

22% Increase in Show Rate

When we reached out to Kevin Mead, we were unfortunately left in a sticky situation from a previous HS developer who left us in a bind. Kevin CAME TO OUR RESCUE. We couldn't recommend Kevin enough.

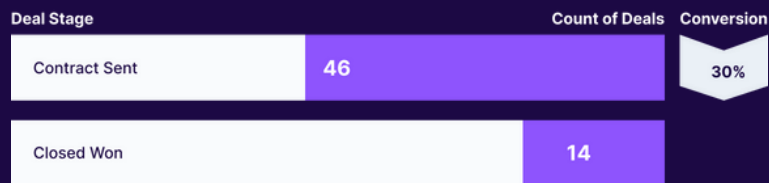


Nicole Lamison,
VP of Operations

Increase Contract to Close Rates with Better Proposals

If you identify that your contract to close rates are lower than the baseline, you may need to improve your proposals.

I had a close rate of 17% and increased it to 30% by rebuilding my proposals in HubSpot.



Great Leaders Make Great Decisions

Most businesses are one decision away from a significantly more successful business.

This insight can be that one type of customer closes more often than other.

It can be identifying a step in the process that's draining money.

Great leaders identify these issues and nip them in the bud immediately.



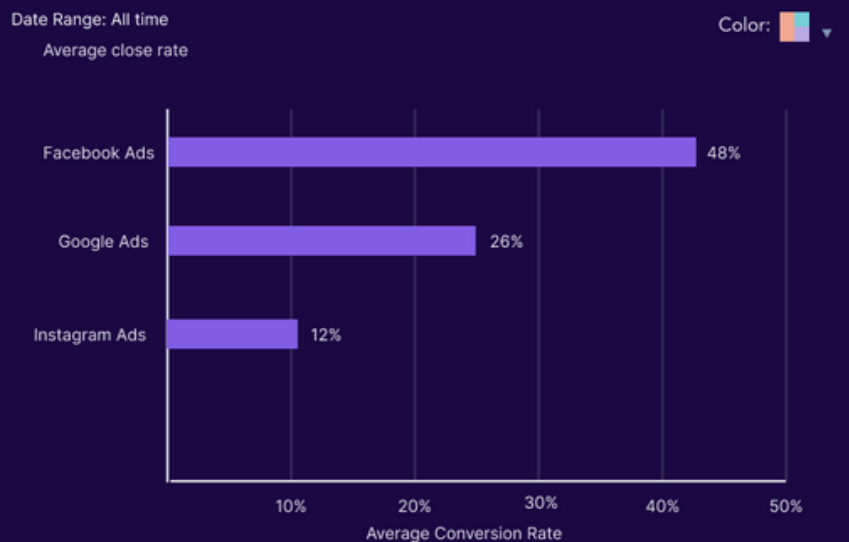
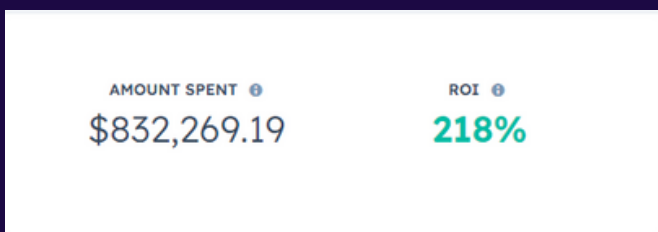
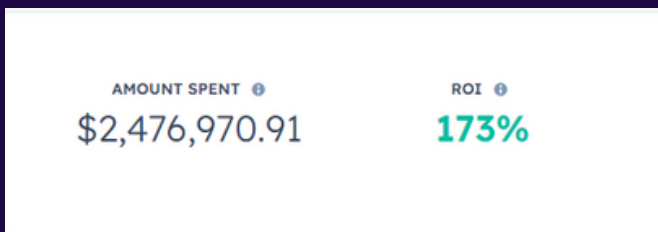
Great Decisions are Easy with Great Data

When your data clearly shows what's working and what isn't, decisions are easy.

Increase your return on investment with easy insights.

Below is an example of insights for a customer on the ROI of certain marketing channels.

With it, they were able to shift their investment into Facebook ads and see a higher close rate.



Common Metrics to Track

Average Sales Price:

The typical amount of revenue generated from each sale.

Conversion Rate:

The percentage of potential customers who take a desired action.

Sales Cycle:

The Sales Cycle is the length of time it takes to move a prospect from initial contact to a completed sale.

Deal Velocity:

The speed at which deals move through the sales pipeline.

MQL to SQL Rate:

The percentage of Marketing Qualified Leads turned into Meetings

Lead Response Time:

The time it takes for a sales team to respond to a new lead

Show Rate:

The Percentage of Meetings that leads attend

Churn:

The rate at which customers stop doing business with a company over a specific period

Identify Top Performing Marketing Channels

Marketing attribution is key to building repeatable revenue.

Otherwise, your marketing team will burn budget without revenue to show for it.

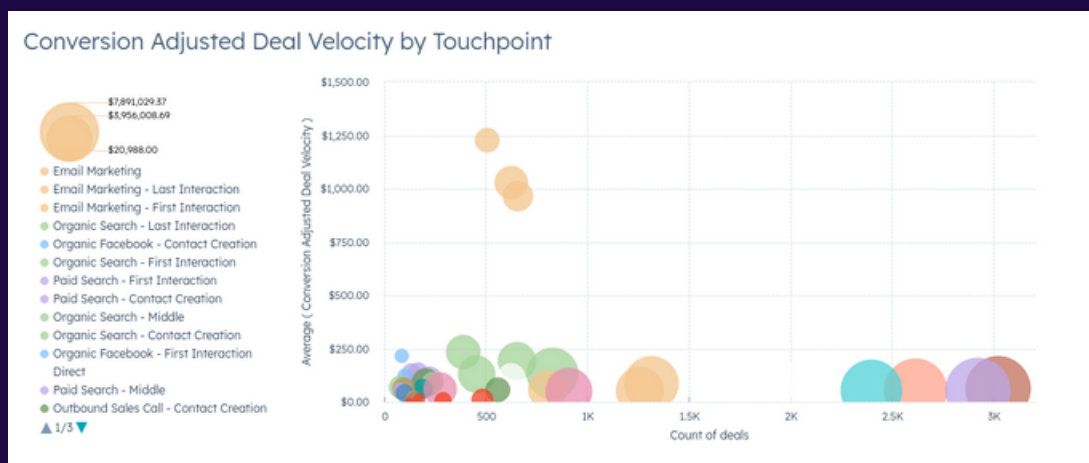
You can start by tagging your deals manually.

Next, use a CRM to start tagging deals automatically by their first conversion source.

As you add more channels and complexity, you can add more advanced attribution models.

For one client, we built out a custom attribution model to help them identify their top channel for deal velocity.

We discovered that SEO and email marketing were the best sources to invest in for more revenue.



“Maximized our potential”

Virtuous was looking to build a custom marketing attribution model. Erabond helped them identify the highest converting and fastest lead sources in their data.

Challenge

Virtuous was struggling with Marketing Attribution inside of HubSpot. The existing tools weren't robust enough to build a complex marketing attribution model that fit their needs. They wanted to understand how different lead sources change close rates, average sales price, and sales cycle.

Solution

Erabond implemented a deal velocity tracking metrics into HubSpot that allowed Virtuous to identify which deals closed faster, at a higher close rate, with the highest sales price. Once that metric was our north star, we processed their existing web activity data to get more granularity on where leads came from. This allowed us to identify the best lead source.



Kelly Angus,
Revenue Operations
Manager



If you are in need of someone willing to think outside the HubSpot box to maximize your organization's potential, Kevin is the guy to call!

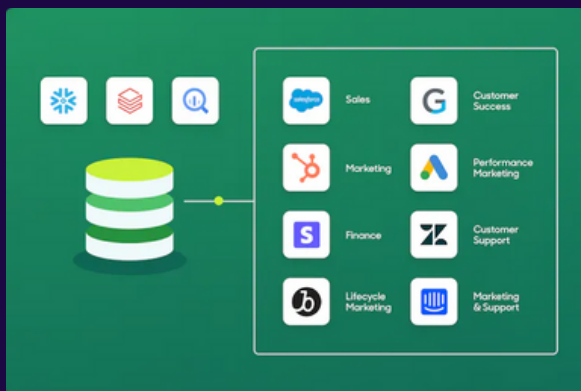
Integrate Your Database with Your Revenue Data

Integrating your operation system with your database is the easiest way to align your sales, marketing, service, and product in one place.

This means your revenue team can take action on information in real time like churn winbacks, nurture sequences, and lead escalation.

The results are impressive.

One of our clients implemented a database integration and added \$22,000 in ACV in a week.



 **hightouch**

3 New Deals in 7 Days

Our product led growth client added 3 opportunities a week to their pipeline by integrating their database into HubSpot and sending onboarding sequences with sales follow ups.

Challenge

Our client had plenty of leads come in everyday; however, was struggling to identify which leads were the best fit for their sales team to focus on. They wanted to know which contacts were engaging with the product while also having a good fit to purchase a subscription.

Solution

First, we integrated their database with HubSpot using Hightouch. Next, we created a product qualified lead score that escalated them to a PQL when they reached a certain score. We implemented an onboarding sequence across each step of the product funnel to escalate leads to the next step. Finally, when a lead became a product qualified lead, we enrolled them in an automatic sales sequence to invite them to a demo.

3

new deals
in a week

\$22k

In closed ACV

4x

ROI



Gabe Kruse,
Head of Growth



With Erabond's help, we were able to create an effective onboarding nurture and PQL sequence, which resulted in 3 new opportunities within a week.

Identify Top Performing Deals

Increase the momentum of your entire sales team by finding the areas you can reduce your sales cycle.

You can do this by automating follow up task reminders or prioritizing deals that traditionally have a lower sales cycle.

This is a strong area where marketing can make a real difference.

Marketing often tries to compete by making more revenue that sales with 10% of the budget.

Instead, if you show the value of marketing leads in moving sales faster, you can get more budget with ease!

I tend to prioritize deal velocity when looking for the type of deals that generate the most won revenue per day.

You can then score those deals higher and give them more attention.

Time in Stage by Stage in Pipeline



Build Team Adoption with Productivity Plays

Adoption comes from making your business system so helpful that it makes up for the pain of data entry.

If you can make life easier for your team, they will use your system.

This starts with customizing your system to your business.



Create a Process that Makes Your Team More Productive

Automation can increase your team's productivity by 12%.

Imagine how much happier your team will be.

There are plenty of ways you can build a process that improves productivity.

Here are some productivity plays:

- Automate the research process
- Automate next steps
- Tier Leads
- Speed up the contract process



Automate Your Research Process

Salespeople spend 8 hours a week researching prospects.

If you have 5 salespeople, automating your research process can increase output by 20%.

I like to use tools like Phantombuster and Apollo to find data on relevant prospects and use LinkedIn as a prospecting tool.

With Phantombuster, you can automate LinkedIn searches and learn more about prospects from posts.

With Apollo, you can get contact information on multiple departments, learn about recent funding, and find specific technology they use.

Below is some data I track on prospects to help find target accounts and keep my sales team focused on outreach.

CURRENT CRM	NUMBER OF EMPLOYEES	FUNDING LEVEL	VENTURE CAPITAL RAISE	LAST FUNDING ROUND AMOUNT	LAST FUNDING RAISED DATE	MARKETING TEAM COUNT	SALES TEAM COUNT
HubSpot, Salesforce	191	Debt Funding	\$493,000,000	\$205,000,000	May 1, 2023	7	10
HubSpot	63	Series B	\$240,000,000	\$20,000,000	Nov 1, 2022	0	6
HubSpot, Salesforce	115	Series B	\$216,000,000	\$20,000,000	Oct 1, 2023	7	29
HubSpot, Salesforce	206	Series D	\$195,500,000	\$100,000,000	May 1, 2023	7	16
HubSpot, Salesforce	234	Other	\$194,500,000	\$100,000,000	Jun 16, 2021	14	57
HubSpot	84	Series A	\$192,183,574	\$21,683,574	Oct 1, 2022	4	11
HubSpot, Salesforce	219	Series D	\$183,610,005	\$93,000,000	May 1, 2023	7	29

Speed Up Time to Build a Contract

It can be frustrating for your sales team to make a new contract for every different customer.

Your team will cut corners and you'll miss critical data for automation.

Instead, speed up the process with templates and quote builders so that a salesperson can process a deal within minutes.

The image shows a 'Quote Builder' interface. At the top, there is a progress bar with three steps: 'SELECT SOLUTION PACKAGES' (highlighted with a red circle), 'REVIEW QUOTE', and 'FINISH QUOTE'. Below the progress bar is a table with the following columns: 'SOLUTION NAME', 'QUANTITY', 'CLONE', 'SHIPPING ADDRESS', and 'SUBSCRIPTION TERM (Y)'. The table contains seven rows, each representing a bundle. Each row has a 'Bundle' label, a quantity control (minus, 0, plus buttons), a 'CLONE' checkbox, a 'Destination' shipping address, and a subscription term control (minus, 1, plus buttons). A 'Next' button is located at the bottom left of the interface.

SOLUTION NAME	QUANTITY	CLONE	SHIPPING ADDRESS	SUBSCRIPTION TERM (Y)
Bundle 1	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 2	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 3	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 4	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 5	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 6	- 0 +	<input type="checkbox"/>	Destination	- 1 +
Bundle 7	- 0 +	<input type="checkbox"/>	Destination	- 1 +

Collect Meeting Data with a Playbook

To build automation, you need to collect the same data that your team uses in their decisions.

I recommend building a playbook with required questions and answers to progress.

With this data, you can automatically reject bad fits, disqualify candidates, or escalate fantastic fits.

You can even automated the email outreach.

Why you, why now?

Now, what led you to schedule some time with us? Why is addressing this issue a priority for you now instead of later?



Goals and Need

For extra context on your business, what is your goal for the business in the next 6 to 12 months? Is there a specific problem that is blocking you from reaching your business goals?



Decision Making Process (Authority)

Interesting. Now, what boxes need to be checked internally for your team to give an enthusiastic "Yes, we're ready to start!"?



Tier Your Leads

Once you collect data based on the responses in person on a meeting, you can process high volume of leads based on the answers to those questions.

Instead of your employees being distracted by these decisions, they can focus on handling the required meetings without divesting energy.

With these lead tiers, you can automate important next steps.

One of my clients has said “Kevin, the best thing you’ve done is cut our CRM in half.”

I didn’t delete half their CRM.

All I did was help them focus on the half that was actually buying.



Automate Next Steps & Actions

Once you collect information accurately, you can route contacts into automated sequences based on their buckets.

This can look like follow ups based on actions in the app, check ins on contracts, or follow up on marketing material.

If you can imagine it, your team can benefit from it.

The screenshot displays an automated email sequence configuration interface. It features two email steps:

- Step 1: Automated Email - Day 1**
 - Subject: Version A - Prospecting #1: Growing Company Question
 - Preview: Quick question about **Company: Company name**
 - Body: Hey **Contact: First name**, **Placeholder: Test** I saw **Company: Company name** has been hiring recently, so I assume
 - Metrics: Sends (0), Opens (0%), Clicks (0%), Replies (0%), Meetings (0%)
 - Buttons: + Add A/B test
- Delay: 3 business days**
- Step 2: Automated Email - Day 4**
 - Subject: Version A - Prospecting #2: Checking In
 - Preview: Quick question about **Company: Company name**
 - Body: Hi **Contact: First name**, Just a quick follow-up regarding team alignment and hitting targets at **Company: Company name**
 - Metrics: Sends (0), Opens (0%), Clicks (0%), Replies (0%), Meetings (0%)
 - Buttons: + Add A/B test

“You Doubled Our Output!”

Our client needed help increasing their placements per month. We built out automation to create a HubSpot that replaces 8 hours of work a week per team member.

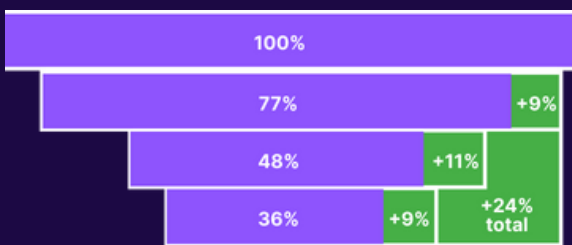
Challenge

Our client had bottlenecks at key points in their process with large amounts of manual work. They were looking for a partner who could help them automate parts of their process and increase the amount of placements per month.

Solution

First, we started with the interviewing process. We built out automated sequences to replace the manual process the team was doing previously. Next, we added more tracking to the credentialing process so we could track conversion and time in process. These actions allowed them to increase their placements.

24% increase in conversion



64% Faster process



Travis Davidson,
Head of Operations



When we reached out to Kevin Mead, we were unfortunately left in a sticky situation from a previous HS developer who left us in a bind. Kevin CAME TO OUR RESCUE. We couldn't recommend Kevin enough.

How to Get Started

Knowing your numbers and how improvements of them affect revenue is a great step to figuring out how to improve them.

You can get a copy of our funnel analysis template at:

bit.ly/roi-calculator-template

Marketing Funnel			
	Step	Improvement	
1	Website Visitors	0.0%	Visitors
2	Visitor to Lead	0.0%	Leads
3	Lead to MQL	0.0%	MQLs
4	MQL to SQL	310.0%	SQLs
Sales Funnel			
	Step	Improvement	
1	Identified Good-Fit Leads	0.0%	Leads
2	Lead to Appointment	0.0%	SQLs
3	Appointment to Discovery Call Show	7.0%	Disco Shows
4	Discovery Call to Opportunity	0.0%	Demo Signups
5	Demo Show Rate	7.0%	Demo Shows
6	Demo to Verbal Commitment	0.0%	Contracts Sent
7	Contract Sent to Closed Won	32.0%	Customers
8	Days to Close	0.0%	Days to Close

Improvements	
Original Annual Revenue	\$968,714
New Annual Revenue	\$1,109,080
Revenue Increase	\$140,367
# of Salespeople to make same Revenue	1.07
Cost of their first year of employment	\$171,577
Assumptions	
Website Visitors Per Month	4000
# of Salespeople	4
Original Sales Cycle (days)	84
Average Contract Value	\$5,000
Quota per Salesperson	\$250,000
Quota Attainment	66%

Unsure where to start?

Erabond specializes in building excellent processes for businesses.

Feel free to message us for an audit on your CRM or business system.

Some metrics we'll focus in on are close rate, sales cycle, deal velocity, MQL to SQL rate, and more.

Book a meeting at the link below to learn more.

[Book a Meeting](#)