Full-Funnel Sales Efficiency
Unlock the Power of Product Experience

Sales teams are under increasing pressure to grow revenue while keeping costs under control. But without a clear strategy to improve efficiencies, deals drag on, revenue stalls, and high-value prospects slip through the cracks.

Sales efficiency measures how effectively a company generates revenue from its sales investment. By understanding how to enable buyers, manage the product experience, and implement the right tools, sales and presales teams can maximize resources, improve productivity, and accelerate growth.
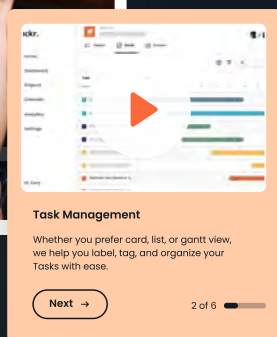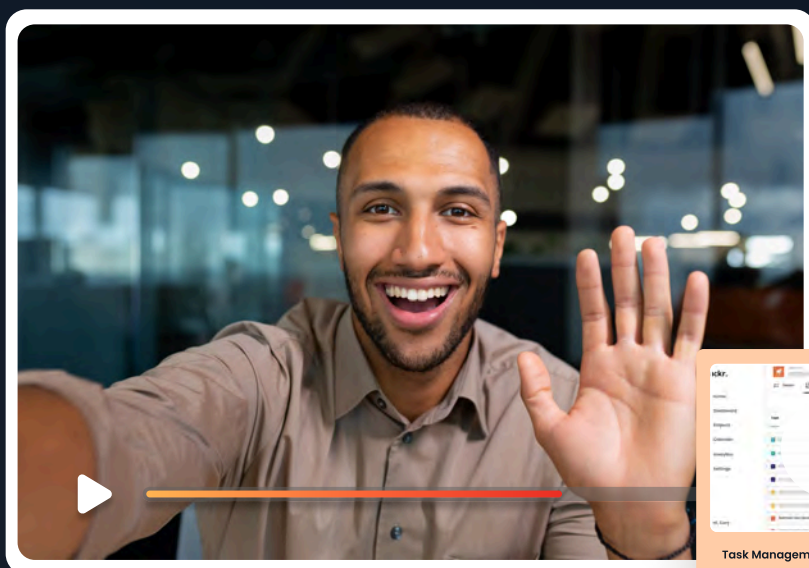
What Is Sales Efficiency?

Why Full-Funnel Sales Efficiency Matters

How to Improve Full-Funnel Sales Efficiency and Product Experience

How to Track and Calculate Your Sales Efficiency

Task management
Video
7 min

Data Protection
Take a tour
Interactive

Platform Overview
Video
7 min

Platform Overview
Take a tour
Interactive

Showing Your ROI
Take a tour
Interactive

Task Management

Whether you prefer card, list, or gantt view, we help you label, tag, and organize your Tasks with ease.

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What Is Sales Efficiency?

Sales efficiency is a performance metric that compares revenue generated to sales and marketing costs. It helps companies determine how much revenue they gain for every dollar spent on acquiring and converting customers. A higher sales efficiency ratio indicates better resource allocation and a stronger return on investment.

$$\text{SALES EFFICIENCY} = \frac{\text{REVENUE FROM NEW CUSTOMERS}}{\text{SALES \& MARKETING EXPENSES}}$$

This ratio provides insight into how well a company turns investment into revenue. A sales efficiency ratio above 1.0 means the business is generating more revenue than it spends, while a ratio below 1.0 signals inefficiencies that may be slowing growth.

Sales teams can improve efficiency by shortening sales cycles, reducing wasted effort on unqualified leads, and driving buyer enablement. The more efficient your sales team, the more leads and revenue you'll bring in.

Why Full-Funnel Sales Efficiency Matters

When marketing, sales, and customer success aren't in sync, things get messy. Deals stall, costs climb, and everyone's left wondering what went wrong. That's where full-funnel sales efficiency comes in—keeping every handoff smooth, every touchpoint meaningful, and every effort tied back to revenue.

Think of it like tuning up a relay team. When each leg runs well—marketing warming up qualified leads, sales guiding them with the right product insights, and customer success spotting upsell signals early—momentum builds and nothing gets dropped.

Efficiency isn't just about speed, though (even if faster deals are a nice bonus). It's also about focus. Automating repetitive tasks like intro demos or lead qualification frees up time for teams to do what they do best: close deals, coach buyers, and build relationships. And when buyers get personalized content at the right moment, they move forward with confidence.

And the cherry on top? Higher efficiency means generating more revenue without increasing headcount or resources. Companies can reinvest those savings into growth initiatives, creating a compounding effect that boosts long-term performance.

How to Improve
Full-Funnel Sales Efficiency
and Product Experience

Sales teams that want to maximize efficiency across the funnel need a clear strategy that incorporates buyer enablement tools for aligning every stage of the buyer journey. Each interaction should help prospects advance toward a decision, minimizing wasted effort and delays.

Make SMART Goals

Sales cycles accelerate when teams set SMART goals that are specific, measurable, achievable, relevant, and time-bound. Examples of SMART goals might include:

Improve demo conversions in Q3 by 20%
This goal provides a clear target and actionable focus. Teams can track progress more effectively and adjust quickly when goals are well-defined and tied to measurable outcomes.

Onboard 1,000 new users by the end of Q1 through warm lead follow-ups
This goal sets a clear timeline, addresses what the end result is, and what tactics the sales team needs to take to reach the goal.

Generate 50 new product-qualified leads to the sales pipeline through interactive demo engagement
This goal addresses who you're targeting, how you're targeting them, and what you want the end result to be.

Setting SMART goals gives teams clarity and creates alignment across sales, presales, and marketing functions. When everyone is working toward clearly defined outcomes, it's easier to identify gaps in the funnel, optimize the product experience at each stage, and make data-driven decisions.

For example, with the first goal of increasing demo conversions, sales leaders can focus on improving how and when prospects are exposed to product value. That might mean leveraging demo automation software to personalize content based on buyer personas, roles, or industry—so every stakeholder gets the information they need, when they need it.

Presales teams also play a critical role by collaborating on demo content that answers the most common technical and solution-specific questions early in the process. With demo automation capturing and delivering these insights upfront, presales can scale their expertise without having to be in every meeting. This ensures that buyers receive credible, relevant answers that move them forward in the decision process without overloading the presales team.

Marketing, on the other hand, can use insights from demo engagement, like which features prospects are interacting with most, to refine top-of-funnel messaging and campaigns. They can create targeted nurture tracks and retargeting strategies that speak directly to what prospects care about, improving lead quality and warming up buyers before sales even engage. Together, all three teams can help improve demo conversions by 20% in Q3.

2 Clarify Your ICP (Ideal Customer Profile)

Chasing the wrong leads wastes both time and resources. Identifying product-qualified leads ensures outreach focuses on prospects with a high likelihood of purchasing. When defining your ICP, you need to include:

Firmographic data
Like demographics are to people, firmographics are to organizations. In this section of your ICP, you'll address what types of organizations your ideal buyers are in, including what industry the business is in, how many people work there, and how much revenue they bring in annually.

Pain points
To prove to your ICP why your solution is right for them, you need to understand their pain points, or what they would want to use your solution to solve, such as retention struggles or redundant processes.

Business goals
To demonstrate why your solution is the solution for them, you need to understand their business goals. Break this down further into short-term goals, like growing a client base by 15% over the course of one quarter, and long-term goals, such as raising their next funding round and expanding their marketing and sales teams.

Buying behavior
Buying behavior tells you what kinds of processes your ICP uses to decide to make a purchase. This helps you tailor your marketing and sales engagement toward the channels your ICP uses. For instance, your ICP might rely on referrals for important buying decisions or prefer the use of self-service tools to research solutions on their own.

Stakeholders
Since you're targeting an organization, you need to know who in the organization you need to reach to make a sale. Your stakeholders are the decision-makers you ultimately need to convince to buy.

Additional attributes
What else can you learn about your customer? Are they early adopters of technology? Or maybe they're extremely active on social media. These insights help you position yourself in a way that speaks to their interests and desires.

This is where intent-based targeting becomes a game-changer. Use it to attract the right audience from the start—those who are actively searching for solutions like yours. Then layer on lead scoring to prioritize high-intent prospects who are already demonstrating buying behavior.

Consensus' Demolytics plays a key role in pulling actionable insights from buyer behavior. For example, heat maps show which product features attract the most attention, while engagement data highlights which prospects are closer to making decisions. Sales teams can use these insights to focus on high-value leads, reduce time spent on low-priority activities, and accelerate deal progression.

Opportunity
Atlas Collaboration Inc.

Kim Nguyen
knguyen@atlas.com

Total View Time
37:45

Videos Watched
7

Tours Viewed
5

Feature 1
Product Introduction
00:00　00:15　00:30　00:45　01:00

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3 Invest in a **Product Experience Platform**

Modern buyers don't just want to see a product—they want to experience it at every stage of their journey. A product experience software creates opportunities for prospects to interact with the product through video demos, guided tours, and personalized content. The best buying experiences engage multiple senses—giving prospects the ability to watch, try, explore, and track their interactions.
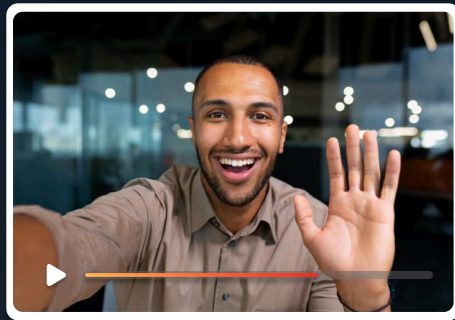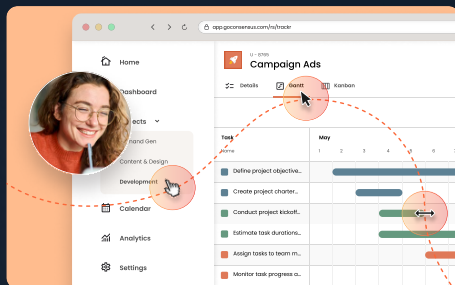
WATCH

Video walkthroughs and demos provide a clear overview of product capabilities, building engagement early on.
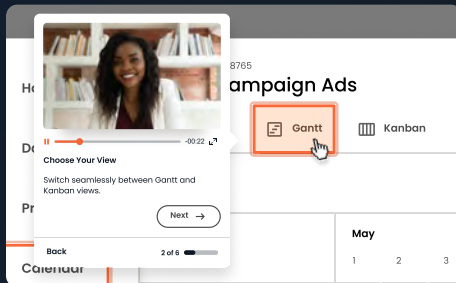
TRY

Hands-on trials allow prospects to explore features in real-world scenarios, reinforcing the product's value.

EXPLORE

Detailed content and product simulations enable buyers to self-educate, uncovering the features and functionality that matter most.
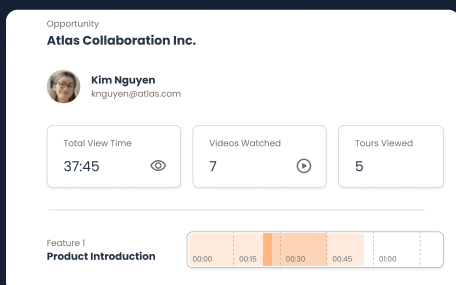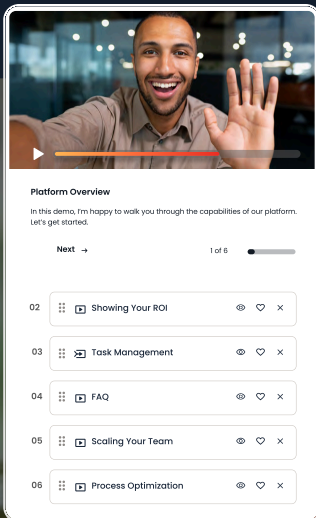
TRACK

Every interaction generates actionable insights for sales teams, revealing buyer priorities and deal progress.

4 Improve Mid-Funnel Conversion Rates

It's not just about getting leads into the funnel—it's about converting them.
And the middle of the funnel is often where deals stall.

Here's how to keep momentum strong:

- Address objections early with preemptive FAQ content and relevant case studies

- Use email automation and remarketing to keep leads engaged

- Personalize messaging based on past interactions and current funnel stage

- Leverage social proof, including testimonials, awards, and success stories

- Offer role-based walkthroughs tailored to buyer goals

- Set instant alerts when high-intent buyers engage with your content so you can quickly follow up

Platform Overview
In this demo, I'm happy to walk you through the capabilities of our platform. Let's get started.

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02	Showing Your ROI		
03	Task Management		
04	FAQ		
05	Scaling Your Team		
06	Process Optimization		

Buyers crave personalized, frictionless interactions.

By personalizing messaging based on past interactions and funnel stage, you're not just nurturing—you're building trust. Use email automation and remarketing to stay top of mind and help buyers confidently move forward.

5 Track **Determined Metrics and KPIs**

Measuring the right performance data ensures continuous improvement. Accurate tracking allows teams to focus on the most impactful strategies, ensuring sustained growth and efficiency gains.

Track these <u>KPIs to help monitor your sales efficiency</u>:

Pipeline velocity
How quickly qualified leads move through the sales pipeline

Demo-to-close rate
The number of closed deals over a specific time period divided by the total number of demos generated to win those deals

Views per deal
How many demo views it took before an organization decided to purchase

Win rate
Overall number of closed deals in a particular time period

Year-over-year growth
Percentage of revenue change between two years

Average customer lifetime value
Total revenue a company can expect from a single customer throughout their relationship with the organization

Volume of new opportunities added to pipeline
The number of new sales leads added to the pipeline over a specific period of time

Sales ramp
The time it takes for a new salesperson to become fully productive

With <u>Demolytics</u>, you get actionable insights on six levels that help you go from a high-level overview down to detailed activity heatmaps and solution-specific dashboards. Using these insights, you can dive deeper into your sales efficiency metrics and help you find areas for improvement that put more revenue in your pipeline and result in more deals closed more quickly.

197
Demo Views

11
Stakeholders Found

Opportunity
Atlas Collaboration Inc.

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knguyen@atlas.com

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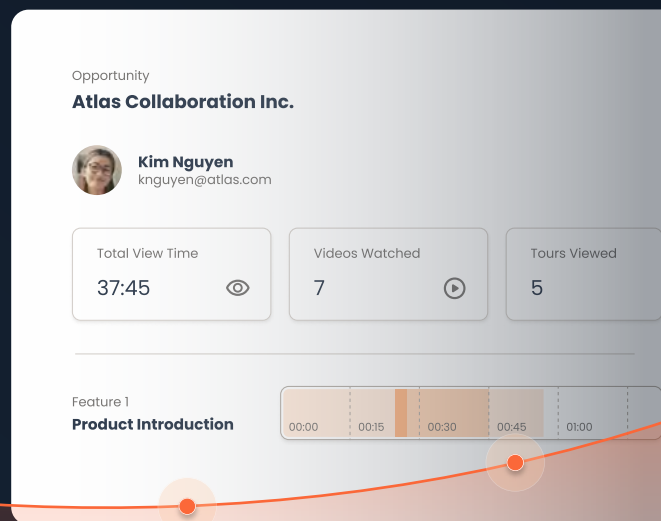
BONUS
Ensure a Smooth Hand-Off from Sales to Customer Success

The buyer journey doesn't end at the deal—it's just the beginning of the customer journey. A smooth transition between Sales and Customer Success ensures that early momentum translates into long-term success.
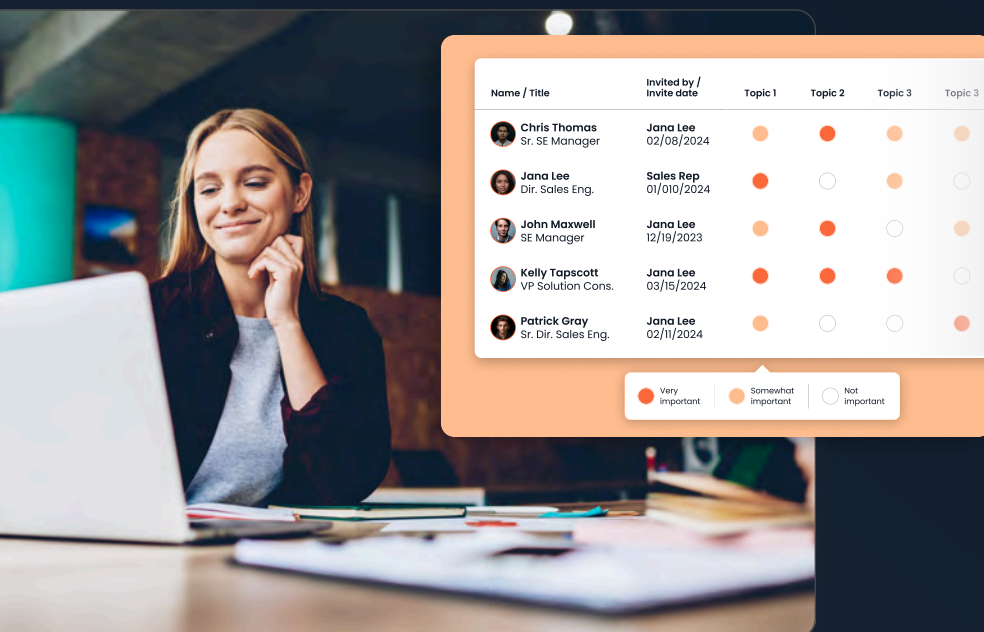
Align onboarding with presales expectations so customers see immediate value

Use usage data to personalize onboarding and training programs

Proactively support adoption with insights into how each customer is interacting with your product

Use CRM-integrated tools to track and optimize the workflow

Consensus bridges the gap with detailed analytics and playback of buyer activity throughout the sales process. CS teams get instant visibility into what matters most to new customers, helping them deliver a proactive, personalized experience from day one.

Name / Title	Invited by / Invite date	Topic 1	Topic 2	Topic 3	Topic 3
Chris Thomas Sr. SE Manager	Jana Lee 02/08/2024	●	●	●	●
Jana Lee Dir. Sales Eng.	Sales Rep 01/010/2024	●	○	●	○
John Maxwell SE Manager	Jana Lee 12/19/2023	●	●	○	●
Kelly Tapscott VP Solution Cons.	Jana Lee 03/15/2024	●	●	●	○
Patrick Gray Sr. Dir. Sales Eng.	Jana Lee 02/11/2024	●	○	○	●

● Very important   ● Somewhat important   ○ Not important

How to Track and Calculate Your Sales Efficiency

Tracking sales efficiency provides clarity on where resources deliver the most impact and highlights areas that slow deal velocity or drain budgets. With the right data and formulas, teams can make informed decisions to prioritize high-value activities and reduce wasted effort.

Gross Sales Efficiency

Gross sales efficiency focuses on how effectively teams generate new revenue without considering churn. This calculation highlights whether sales and marketing investments directly contribute to pipeline growth and customer acquisition.

$$\text{GROSS SALES EFFICIENCY} = \frac{\text{NEW ARR}}{\text{SALES \& MARKETING EXPENSES}}$$

For example, a sales team that spends $1 million on sales and marketing and generates $2 million in new ARR achieves a gross sales efficiency of 2.0. Regularly reviewing this metric helps teams identify whether current strategies are delivering enough revenue to justify the investment.

Net Sales Efficiency

Net sales efficiency adds churned revenue into the equation, providing a more comprehensive view of overall performance. This metric reveals if customer losses offset the gains from new deals, offering insights into retention and long-term profitability.

$$\text{NET SALES EFFICIENCY} = \frac{(\text{NEW ARR} - \text{CHURNED ARR})}{\text{SALES \& MARKETING EXPENSES}}$$

For instance, if a company generates $2 million in new ARR but loses $500,000 in churned ARR, its net efficiency would be lower than its gross efficiency, coming in with a net sales efficiency score of 1.5. Tracking net efficiency encourages teams to align sales growth with retention strategies, ensuring sustainable revenue growth.

Sales Efficiency Ratio

The sales efficiency ratio measures the return on every dollar spent across sales and marketing efforts. A high ratio reflects a strong alignment between investments and revenue generated, while a low ratio signals inefficiencies that may require adjustments.

$$\text{SALES EFFICIENCY RATIO} = \frac{\text{REVENUE FROM NEW CUSTOMERS}}{\text{SALES \& MARKETING COSTS}}$$

For example, a ratio of 1.5 means $1.50 is earned for every $1 spent. Teams with ratios above 1.0 are generally on track, but a significant increase in efficiency often requires better prioritization of prospects or optimized tools.

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Measuring Sales Efficiency with Demolytics

Consensus Demolytics brings visibility into the buyer journey that traditional sales metrics often miss. Instead of relying solely on surface-level KPIs like email opens or meeting counts, Demolytics shows you exactly who is engaging with your demos, how they're interacting, and when buying intent is peaking—so you can make smarter, faster decisions across the funnel.

Want to improve your gross or net sales efficiency? Start by analyzing demo engagement patterns to identify which channels, personas, or demo assets are contributing most to new ARR. Demolytics helps you pinpoint high-converting demo content and better allocate resources toward the campaigns and activities that deliver real revenue—not just leads.

For sales efficiency ratio, Demolytics offers actionable data to improve ROI per dollar spent. You can track how demo views correlate with pipeline acceleration, deal velocity, and close rates. For instance, if you see that enterprise buyers who engage with a specific feature walkthrough convert 30% faster, you can prioritize that content and route those buyers to live sales conversations sooner.

Demolytics doesn't just measure engagement—it transforms it into a strategic advantage. By aligning product experience with revenue outcomes, sales leaders gain the clarity needed to scale what works and eliminate what doesn't, boosting sales efficiency across the board.
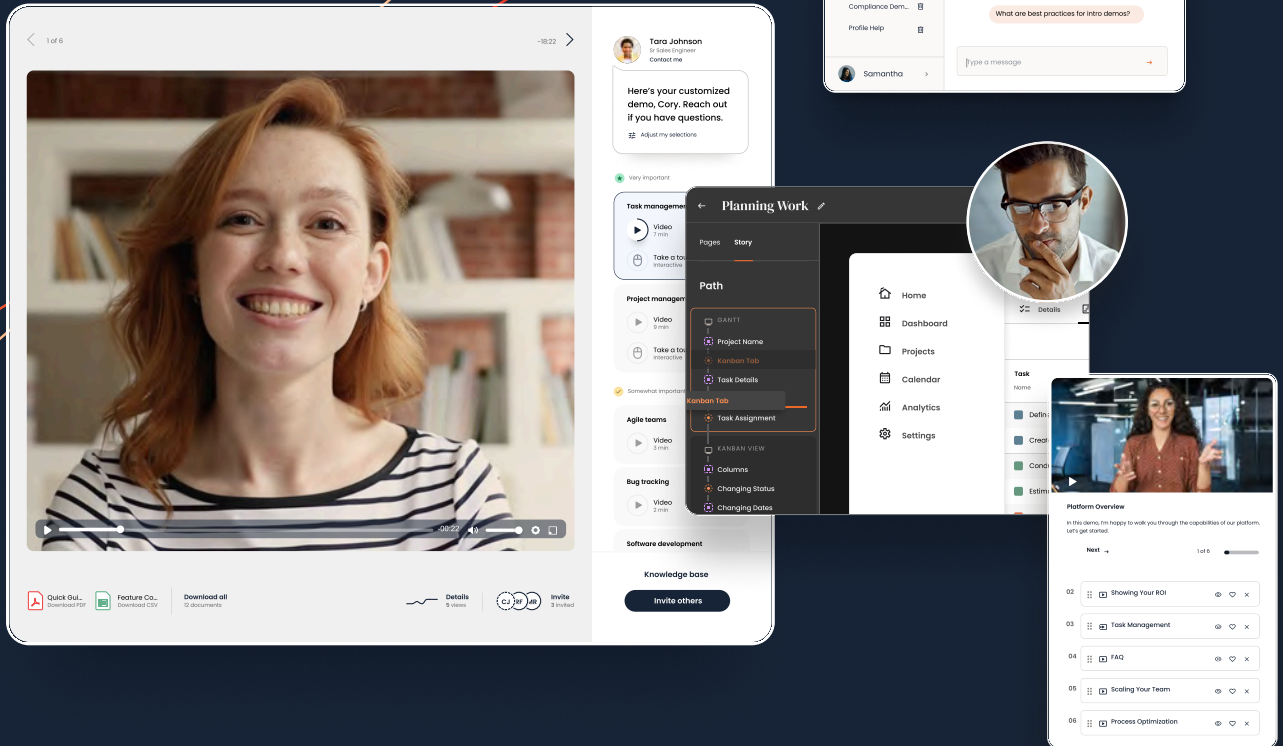
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Patrick Gray Sr. Dir. Sales Eng.	Jana Lee 02/11/2024	Somewhat important	Not important	Not important	Somewhat important

Legend: ● Very important ● Somewhat important ○ Not important

Create Full-Funnel Sales Efficiency with a Great Product Experience

Sales teams improve efficiency when buyers can access product information at their convenience. Consensus simplifies complex enterprise products and breaks them down into easily digestible product experiences for both your prospects and your reps. Consistently deliver the right experience to the right stakeholder, scaling your sales process effectively.

Consensus lets you sell the way buyers want to buy: on their terms and on their time. Let your product do the talking and provide buyers with the information they need when they need it. This gives your sales and revenue teams back valuable time, all while providing access to vital intent data that helps them close deals faster and more efficiently.

[Watch a Consensus Demo Today](#) →