Meeting with Prof Kam (9 Sep)	
Catch-up & Clarification	1:30pm – 2:00pm

Metrics We Will Explore

1. Aggregate score of internal & external relationships
   a. Measure a salesperson's internal and external relationships
   b. Based on frequency, recency, TrustScore etc.

   Prof's Comments
   a. How is the TrustScore calculated?
   b. TrustSphere not comfortable revealing proprietary info

2. Evaluate sales progress
   a. Analyse email headers
   b. E.g. 50% on meetings, 10% on POC
   c. Find average of all TrustSphere salespeople, as basis of comparison

3. Tracking emails
   a. Response rate to emails
   b. Conversion rates
      • Prospects → Meetings
      • Meetings → POCs

   Prof's Comments
   a. Tracking Last In, Last Out
   b. Must refer to same email thread (same chain of emails)

4. State of relationships
   a. Strong, weak
   b. Hot, cold
   c. E.g. something wrong when strong relationship turns cold

   Prof's Comments
   a. Consider entire life cycle of the salesperson-client relationship

5. Time taken to transit between stages of the sales cycle

6. Overlap of relationships