# EVALUATING TRUSTSPHERE'S SALES DEPARTMENT'S PERFORMANCE USING EMAIL COMMUNICATIONS DATA

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## MOTIVATION

Being a B2B company, TrustSphere has a dedicated Sales team of 19 people around the world. The team's responsibility is to approach prospective clients with TrustSphere's product, persuade them to agree to a meeting and to commission a proof of concept (POC). Apart from sales and commission dollars, the company has little information about the sales process, how efficiently salespeople communicate with clients and the extent of internal collaboration with other TrustSphere departments.

## OBJECTIVE

1. Analyse the volume and strength of Internal and External Relationships.
2. Analyse and report the status of each account during the analysis period; provide a postpartum of failed accounts.
3. Analyse overlap and collaboration trends using Social Network Analysis.
4. Build an interactive and adaptable dashboard to for the client to receive real time insight into the sales team's performance.
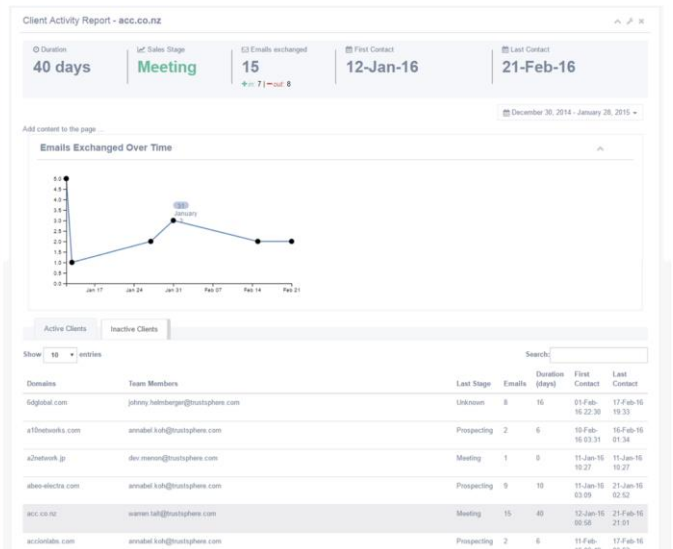
## DATA PREPARATION
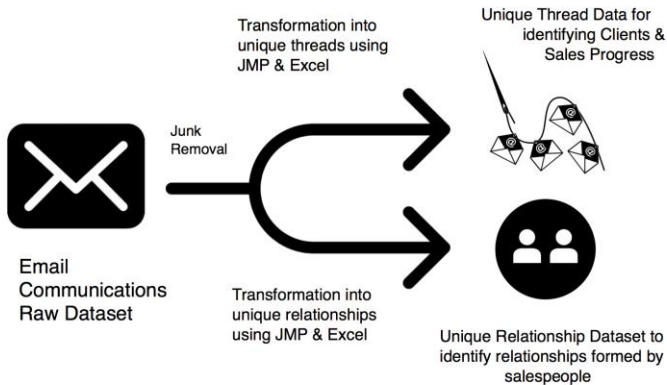


## REPORTING METRICS

**Activity Report for Each current and prospective sales account**
1. Highlights which accounts are active or inactive
2. Gives a summary of communications and timelines of each account



**Relationship Report for Salespeople**
1. How frequently and actively salespeople interact with external parties
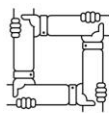2. How many strong/weak & hot/cold external relationships salespeople.



## SOCIAL NETWORK ANALYSIS

We analysed the social networks of TrustSphere's salespeople in two parts: their internal network and their external network using Gephi.

**Internal Network:** By analysing the internal network we wished to observe trends and evaluate how salespeople perform on various centrality measures and how strong their internal network is.
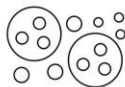
Analysis Variables



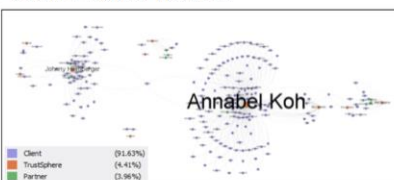Inter and Intra departmental collaboration b/w salespeople
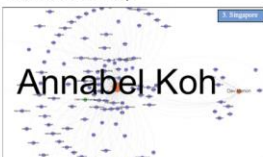
Salesperson's Influence In the organization

Clusters Salespeople belong to

**External Network:** The external network analysis helps us evaluate the client and partner networks of the salespeople and observe overlap and collaboration trends.

Client & Partner Network



Client Overlap