

Inside Sales Thinkers, Builders & Consultants

We help Sales & Marketing leaders make *the big decisions*. Implementation strategy – Process to improve productivity & performance – Supporting technology & tools – Metrics & measurement



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"We partnered with The Bridge Group to reinvent the way we sell. They helped us reengineer ourselves and we are seeing fantastic results!"

- Director, NA Sales (B2B)

BiddingForGood

"The Bridge Group immediately inspires confidence based on their depth and breadth of experience - it only makes sense to add them to your team."

- CEO

Lead Generation

Periodic Table of Inside Sales Metrics

Top Challenges

50% LG Groups Report to Sales	Inside Sales							Quota & Contribution			#1 Productivity
1:3.5 Ratio of LGR:Field Reps	\$889k Average Annual Quota							22% Conversion LG Leads:Opps	49% LG Contrib. to Pipeline	42% IS Contrib. to Revenue	#2 Performance
\$48K Average Base Salary	\$54k Average Order Size							\$54k Average Base Salary	15 Leads Passed LGR Monthly	\$889k ISR Annual Quota	#3 Metrics
\$74k Average Total Comp	\$53k Average Base Salary	IS Management						\$90k Average Total Comp	\$4.5k Average MRR Quota	108days Average IS Sales Cycle	#4 Hiring
15 Average Appts. Monthly Quota	\$98k Average Total Comp	1:7 Ratio Manager:LGRs	1:8 Ratio Manager:ISRs	\$91k Base Salary IS Manager	\$117k Base Salary Dir. IS			90days Average Ramp Time	\$800k Average ARR Quota	59% % of Calls Responding to Inbound Leads	#5 Systems
3.2mo. Average Ramp Time	9.3touches Move Prospect To Win	\$75k Base Salary LG Manager	\$109k Base Salary Dir. LG	\$134k Total Comp IS Manager	\$186k Total Comp Dir. IS						
47calls Daily Average	4.5mo. Average Ramp Time	\$109k Total Comp LG Manager	\$156k Total Comp Dir. LG			SaaS / Inside Sales					

LG Management

Table Key: IS — Inside Sales LG — Lead Generation
 ISR — Inside Sales Rep LGR — Lead Generation Rep
 MRR — Monthly Recurring Revenue
 ARR — Annually Recurring Revenue



The
Bridge
Group, Inc.

*Build. Expand. Optimize.
Sales Strategies*