“MENU” OF SALES SERVICES WITH HOUR ESTIMATES

RECURRING SALES SERVICES

Sales Services Category	Monthly Recurring Activities	Effort Estimate (LOW)	Effort Estimate (HIGH)	Average Estimate
Sales Enablement - Content Efficiency	Create one email template	0.8	1.0	0.9
Sales Enablement - Content Efficiency	Sales document creation	1.0	3.0	2.0
Sales Enablement - Content Efficiency	Create one sequence	1.0	1.5	1.3
Sales Enablement - Content Efficiency	Build rep-specific landing page for prospects (w/ meetings)	1.0	3.0	2.0
Sales Enablement - Content Efficiency	Create customer case study	3.5	7.5	5.5
Sales Enablement - Content Efficiency	Create/ repurpose one trackable sales document	1.5	5.5	3.5
Sales Enablement - Reporting	Email template reporting	1.0	2.3	1.7
Sales Enablement - Reporting	Sequence effectiveness reporting	1.0	2.3	1.7
Sales Enablement - Reporting	Document effectiveness reporting	1.0	2.3	1.7
Sales Enablement - Reporting	SQL Reporting to Sales Team	2.0	4.5	3.3
Sales Enablement - Reporting	Lead Quality Reporting	2.0	4.5	3.3
Sales Enablement - Reporting	SLA Reporting	1.0	2.0	1.5
Sales Enablement - Efficiency	Prospecting Support (Prospecting Tool)	8.0	16.0	12.0
Sales & Marketing Alignment	Report on Sales & Mktg Content Feedback Channel	2.0	6.0	4.0
Sales Coaching	Sales rep coaching (one hour per rep)	1.0	1.0	1.0
Sales Coaching	Sales manager coaching (one hour per rep)	1.0	1.0	1.0
Sales Coaching	Sales VP/ Director coaching (one hour per rep)	1.0	1.0	1.0
Sales Coaching - Rep Lifecycle	Sourcing candidates	4.0	12.0	8.0
Sales Coaching - Rep Lifecycle	Interviewing & Hiring Salespeople	12.0	16.0	14.0
Sales Coaching - Rep Lifecycle	New hire onboarding	8.0	40.0	24.0
Sales Coaching - Rep Lifecycle	Exit Inteviews	2.0	10.0	6.0
CRM Services	CRM Administration	4.0	12.0	8.0
OTHER	Create lead engagement campaign (WF)	8.0	20.0	14.0

NON-RECURRING SALES SERVICES

Sales Services Category	One-Time Sales Services	Effort Estimate (LOW)	Effort Estimate (HIGH)	Average Estimate
Sales Enablement - Strategy	Sales and Marketing Funnel Analysis	2.0	4.0	3.0
Sales Coaching - Strategy	Inbound Sales Workshop	3.0	10.0	6.5
CRM Services	CRM Setup	8.0	20.0	14.0
CRM Services	CRM Deal Stage Evaluation	10.0	20.0	15.0
CRM Services	CRM Deal Stage Exit Criteria	10.0	40.0	25.0
CRM Services	Data Cleansing	10.0	40.0	25.0
CRM Services	Custom CRM Integration	4.0	20.0	12.0
CRM Services	SFDC-HubSpot Integration	4.0	8.0	6.0
Sales Enablement - Setup	Install Sales Pro for one sales rep	0.8	0.8	0.8
Sales Enablement - Setup	Set up meetings	0.8	1.5	1.1
Sales Enablement - Setup	Set up messages	0.8	1.5	1.1
Sales Enablement - Setup	Set up messages round-robin rotation	0.8	1.0	0.9
Sales Enablement - Setup	Reporting Dashboard Setup (Rep Level)	2.0	5.0	3.5
Sales Enablement - Reporting	Reporting Dashboard Setup (Company Level)	2.0	5.0	3.5
Sales & Marketing Alignment	Sales & Marketing Alignment Workshop	3.0	10.0	6.5
Sales & Marketing Alignment	Buyer Persona Development	1.0	5.0	3.0
Sales & Marketing Alignment	Buyer Profile Development	1.0	3.0	2.0
Sales & Marketing Alignment	MQL/ SQL Definition	2.0	5.0	3.5
Sales & Marketing Alignment	Lead Scoring	8.0	24.0	16.0
Sales & Marketing Alignment	Sales and Marketing Goal Setting	2.0	5.0	3.5
Sales & Marketing Alignment	SLA Development	8.0	24.0	16.0
Sales & Marketing Alignment	Lead hand-off procedure & feedback	8.0	16.0	12.0
Sales & Marketing Alignment	Sales content assessment and recommendations	2.0	8.0	5.0
Sales & Marketing Alignment	Create a Sales & Marketing Content Feedback Channel	2.0	4.5	3.3