



Performance Review: Gwyneth Iredale

Manager Evaluation: FY15

Stephen Matteucci

- Quota: 127% as of 2/27/15
- 108 deals totaling \$1.9M in pipeline built as of 2/27/15 3) Orchestrated 35 deals totaling \$304K as of 2/27/15

Miscellaneous: real go-getter, needs little to no supervision to accomplish goals, sets the standard in professionalism and strives to make our customers successful, can-do-it attitude, sales skills are impeccable, great clock speed, self motivated, demonstrates a thirsty to learn and grow, teachable, proactive, team player, great communication skills, dependable, Comes up with very creative ideas to go after new business.

Employee Self Evaluation

Description

I've made a lot of progress over the last year learning new products, understanding a new target audience and Symantec processes. I bring experience in solutions sales so it has been easier for me to adopt the Steve Thompson way. My discovery calls have improved tremendously as I gain a better understanding of my audience and their pain points.

Here are some of the most important aspects of the job and the steps I've undertaken to make progress:

Understanding how to match solutions to needs

What do I do to achieve this aspect of the job?

1. Gain knowledge of IT landscape: buying trends, competition, industry-specific requirements, compliance regulations, etc., events in the news
2. Learn and use value added, product positioning statements
3. Gain high level product knowledge and benefits (vs features)
4. Use account intelligence

How do I do this?

Industry news feeds, groups on LinkedIn, conversations with customers about their industry challenges, competitive battlecards, benchmark testing reports ("King of Scale")

1. Use provided sales plays, marketing materials, sharing across sales floor what works, measuring responses to messaging/positioning statements via email and success in cold calls
2. Internal tech calls/presentations (Friday's weekly Data Protection Weekly Webcast), listening for cross selling clues for new opportunities, SSE certifications, listening during SE calls
3. Get tips from RainKing, Heatmap (when working), LinkedIn, IBRs, company website on anticipated pain points and likely product matches
4. Become a trusted adviser

Successful Communications

What?

1. Have a reason for calling, a hook - success evidenced by number of return calls and meeting attendance
2. Manage conference calls w/purpose and value to the customer
3. Listen to answers to powerful questions
4. Articulate value proposition from the customer's perspective, not Veritas
5. Establish rapport, relationship

How do I do this?

1. Gain access to right decision makers, problem-owners
2. Keep the conversation built upon the Basho pyramid - industry, company, role, project
3. Offer value in trade for the customer's time - give/get - an offer, a researched reason for calling to achieve meaningful calls, meaningful conversations.
4. Webinars, white papers, case studies, analyzers, info around new releases and their benefits, email blasts
5. Track communications in SFDC, i.e., calls recorded, synch select emails into contact record, call notes in One Note and pasted into account record.

Successes

Effective discovery calls - evidenced by:

- Asking "powerful questions"
- a higher SE call-to-close ratio after determining a product direction
- Meaningful SE calls with great ABCs, well researched
- High QA scores on both kinds of calls

Polish Sales Skills

What?

1. Being able to control the conversation and sales process
2. Have top level benefits for all products at the tip of my tongue
3. Shorten sales cycle
4. Effective objection handling
5. Understand my audience, talking IT language when necessary
6. Managing deals through pipeline

How do I do this?

1. Set expectations for calls, provide value, let customers vent when needed, make them a hero
2. Sales training, role playing, list of benefits handy, key word tool, cross sell upsell chart, Delegate to partner when possible, learn resources available, abandon deals that won't pay off or learn to say no, present value and impact of non-action to create urgency
3. Read blog posts, groups on LinkedIn, ask Qs and listen to customers to learn their mind set, evidenced by LinkedIn group participation
4. Keep close track of deal status and next steps to win so no deals fall through the cracks

Develop Partner Relationships to Encourage Veritas Sales

What?

1. Make it easy to sell Symantec

How?

1. Share resources that add value to customers
2. Partner with reps to assist in account intelligence, gaining access to our customers or calling into white space accounts
3. Enable joint sales plays
4. Help them get paid more - higher margins, assist with Opp Reg and winning partner spiffs
5. Stay top of mind with emails, calls - evidenced by recognition by Zones reps for being proactive

Be a Valuable Team Player

What?

- Sharing knowledge w/team in a learn-teach-learn manner, evidenced by:
- Mastermind group I organized
- Freely assisting with tools, resources made available

Accomplishments:

Applause Award recognitions:

- From the Renewals team:
 - "Thanks for the invaluable help you provide us to do the right thing for the customer"
- From Mark Lind, two awards:
 - "Contributing to teaching to learn teach learn - Gwyneth, Thanks for organizing the Mastermind group. The leadership you demonstrate serves you and your colleagues well. Cheers! Mark"
 - "Gwyneth, Thanks for bringing your A game to today's BE University. Your timely and focused contribution will help us all accelerate our ability to find deeper and wider opportunities in our market space. Cheers, Mark"
- Quota Attainment as of Feb. 1-
 - 112% of new bookings
 - 85% of total bookings
- Success in calling customers and matching solution to need, i.e., MDC Holdings, who was experiencing pain in managing data. I uncovered that they had law suites pending, too much stale data slowing down backups. We are working 3 opportunities now totaling \$120k.

- Recognition in training sessions for contributions:
 - gift cards from Maya, compliments from trainers on participation, QA and SE asked if my calls can be used in training new hires.
 - John Bell – head of Inside Sales Organization (over approx.. 300 sales people)– listened to my recorded Solution call and complimented me personally
- QA Call Successes - Top 2% of scores