

SALES KPIs

**Every Sales Leader
Needs To Track**



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When it comes to tracking the effectiveness of your sales team, and the sales processes you have in place, it's important to keep track of and analyse essential Sales Key Performance Indicators (Sales KPIs).

Whether you're a sales manager trying to maximise the results of your team or a company leader looking for KPIs to assess the efforts of sales staff, it's important to understand which Sales KPIs and metrics you should be tracking and what to look for when reviewing the data.

With this in mind, we've created a complete guide to the essential Sales KPIs for you to start implementing today to double down on what's working, cut out what's not and improve processes that need tweaking or updating.

Let's get started!

SALES KPIs

What are Sales KPIs?

Sales KPIs (Key Performance Indicators) are measurable values that show the relation of the sales team's efforts to their results. Sales KPIs can highlight where the team is excelling or falling short and how likely they are to hit their targets.

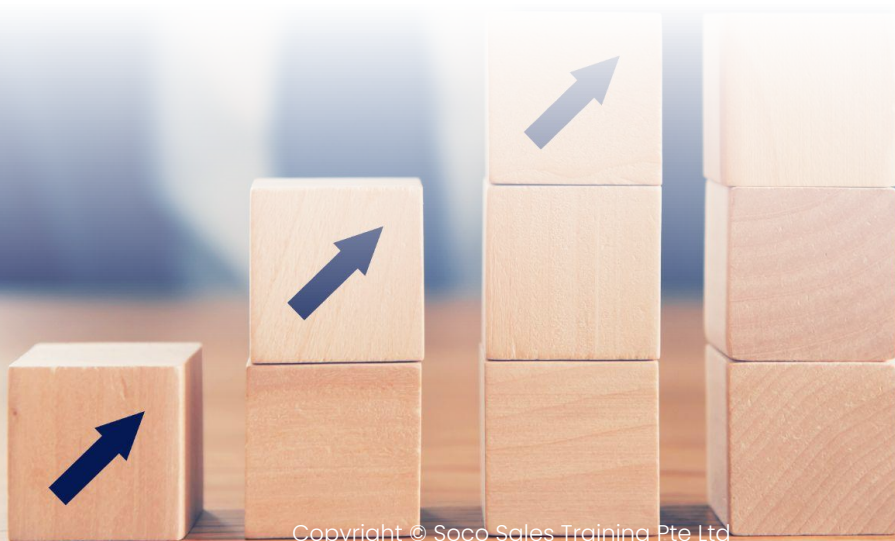
The Importance Of Sales Analytics

All good sales leaders and sales teams know that meeting and exceeding targets involves fine-tuning processes and improving skills of their team. It's a dance between art and science. Sales Analytics is the science behind your sales process – to grow your pipeline, while the art is the skills of your sales team. As a result, you need to be able to identify, collect, and analyse the correct data.

Sales Metrics vs Sales KPIs

While **Sales KPIs** are the data you want to track to see how well your teams or processes are performing, **Sales Metrics** are the actual data points that represent your business performance.

The difference? **Sales Metrics** are a record of what has happened. Whereas Sales KPIs are actionable metrics; attached to a goal or objective, and indicate if you're heading in the right direction.



SALES KPIs

Sales Key Performance Indicators (KPIs) to Track

Discover the 7 Sales Key Performance Indicators (KPIs) that every sales leader needs to be tracking to measure their sales teams' effectiveness below and then use the Sales KPI worksheet to formulate your tracking plan.

1. Lead to Opportunity Conversion Ratio

Ratio of leads that convert to qualified opportunities.

Not all leads are qualified that's why measuring how many leads turn into real opportunities allows you to check the effectiveness of different lead generation activities.

2. Opportunities to Sales Conversion Rate

Ratio of opportunities that convert to orders.

Measures how many opportunities your sales team converts to real orders to identify areas for improvement.

3. Sales Cycle Length

Time from lead to order.

By tracking the number of days it takes for a lead to turn into an order, sales leaders can look for areas to improve the productivity of their sale funnel and see which sales reps are taking longer than others.

4. Key Sales Activity

Number of calls, meetings or emails achieved each month.

By tracking sales activity, leaders can see if reps are doing enough of the right activities to reach targets. KPIs can be further broken down into whether the call was answered, the amount of time spent on the call, if the email was opened or replied to, and actual meetings/presentations delivered.

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5. Estimated Value of Sales Pipeline

The estimated total value of current opportunities.

By regularly reviewing the total value of individual rep's pipelines, you can identify possible gaps in reaching targets and create action plans to ensure they do.

6. Average Order Value

Average value of each order received.

By tracking average order value you can see where there's room for upsells and if certain reps consistently give large discounts.

7. Product Performance

Tracking how well some products sell over others.

You can notice trends of certain products, as well as possible reluctance or difficulties reps might have to sell other products. This KPI can also point out the possible competition in the marketplace or the positive effects of marketing efforts.

Did you know? Sales Key Performance Indicators (KPIs) are part of our [Sales Force Management Mastery program](#). A system to train Sales Leaders on how to motivate and manage their teams to reach targets.



SALES KPIs Worksheet

Tracking The Right KPIs: The AQC Formula

In the AQC Formula Sales KPIs are broken down into 3 broad categories: Activity, Quality and Conversion. Use the following formula worksheet to track your sales KPIs.

Activity

What are your team doing on a daily basis? You should be recording:

Activities	Your Record
# of daily inbound and outbound calls	
Revenue generated per Sales Representative (\$)	
Individual Sales Representative's metrics (list)	
# of onboarded clients	
# of booked presentations and demonstrations	



SALES KPIs Worksheet

Quality

What's the result of the above metrics? Record data such as:

Activities	Your Record
Email open rate	
Email reply rate	
Call reach rate	
Call duration	
# of prospective clients onboarded to a trial package	
# of leads or new sales opportunities created	

Conversion

Finally, what's the outcome? What have your team achieved in terms of:

Activities	Your Record
Average conversion time	
Sales per contact method (email, phone, social)	
Quote to close ratio	

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