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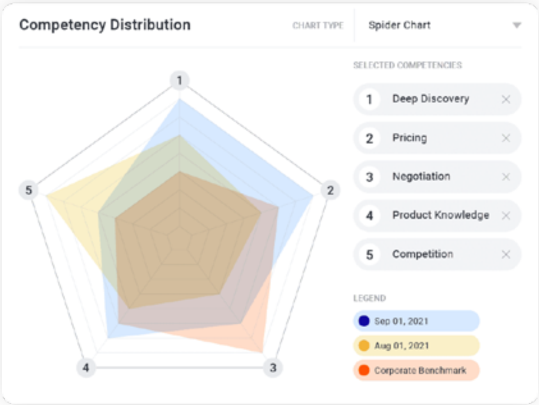
Cheat Sheet

What Revenue Leaders Need to Measure to Prove Sales Readiness

Revenue leaders are tasked with making sure every seller is ready and able to consistently close deals. But measuring sales readiness is often seen as a hugely daunting task — one that can be especially challenging depending on the industry, company size, product offering, market changes, and many more variables. Despite all this, it is possible to consistently and reliably measure what makes sellers ready and successful. This quick cheat sheet outlines four essential pillars to take into account when measuring seller readiness. It can be shared with other sales leaders to help initiate conversations on setting sales readiness priorities at your organization.

Ideal Rep Profile

Chances are there are noticeable differences between your high and low performers in terms of skills and knowledge. Creating an **ideal rep profile (IRP)** sets a benchmark from which to measure performance and determine success. Just like you have various customer personas, it can be invaluable to develop a set of personas based on roles within your sales team.



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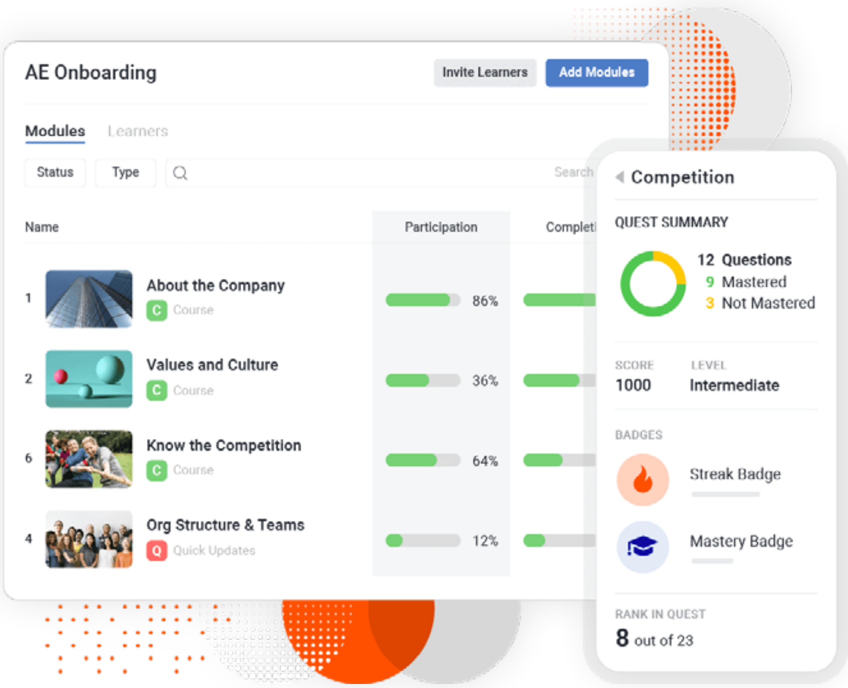
Onboarding & ramp time

Onboarding is key to getting sellers where they need to be. But you've got to be able to tie learnings to ramp-up time, productivity, and performance. You also need to keep pace with an evolving market, product, and competitive landscape. Rather than focusing singularly on the onboarding experience, create a **sales everboarding program** (an ongoing training strategy) that will help new, intermediate, and veteran reps achieve and maintain the IRP traits you've established. Of course, you'll need to analyze these performance metrics over time and adapt your approach as needed.

Key competencies

It's critical to continue **measuring competencies**, including product proficiency, active listening, competitor intelligence, objection handling, time management, and other skills that you've deemed important to your organization. Now that you have a benchmark, you can identify which reps are where you want them to be and which could use some additional help in the form of training, coaching, or certification.



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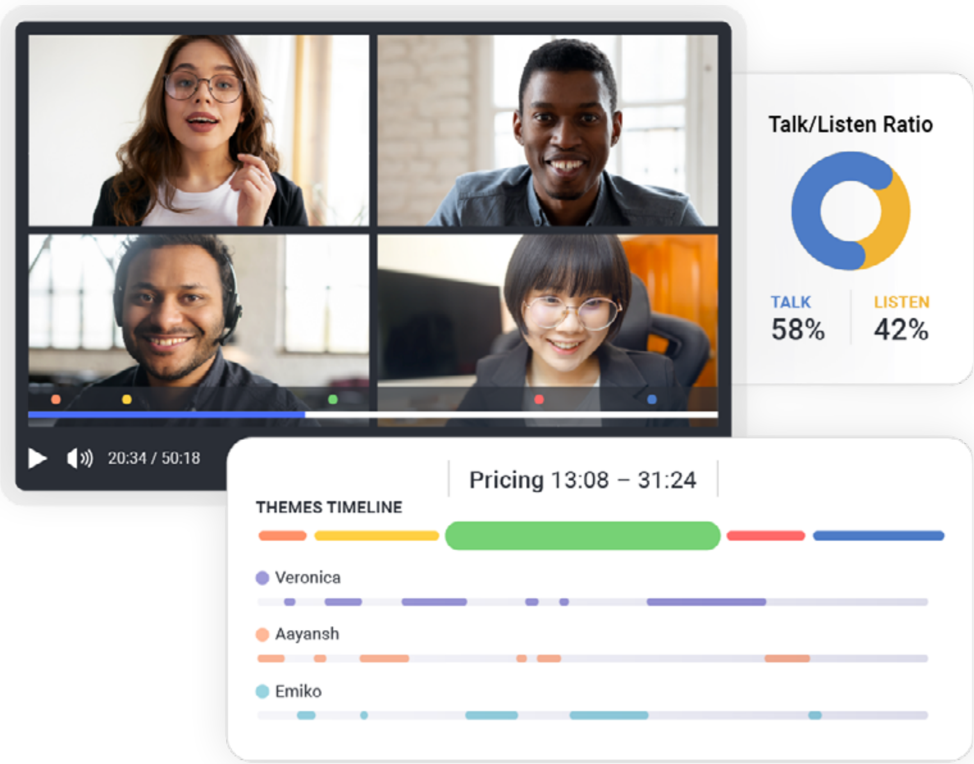
Field performance

You've always wanted to have insight into how (and if) every rep applies learnings in the field, and **conversation intelligence** allows you to do just that. Not only can you listen to calls (or read transcripts of them), automated platforms give you talk vs. listening ratios, keyword mention numbers, data on use of filler words, and even lists of follow-up items discussed in customer conversations.



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