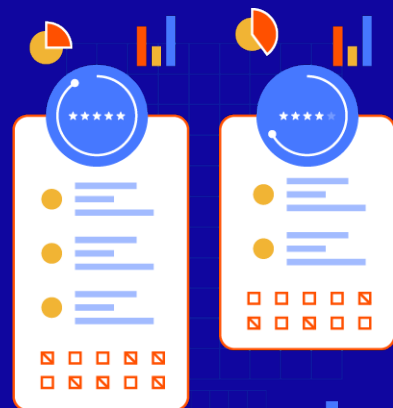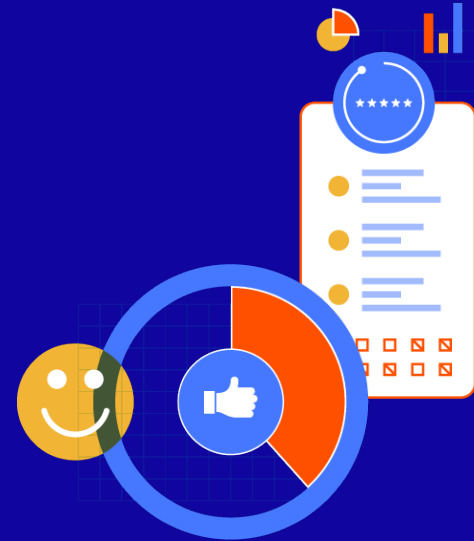# mindtickle

Must-Have Metrics to Prove the Impact of Sales Enablement on Revenue [Checklist]

Gone are the days of sales enablement being considered a cost center. As more enablement and readiness departments start to report into revenue operations, enablement key performance indicators (KPIs) continue to evolve to include more core business outcomes, like win rates and quota attainment.

While enablement and revenue operations departments work together to improve performance, we still hear that enablement leaders struggle to prioritize enablement activities because they don't have a firm understanding of what activities will have the greatest impact on business results.

Use this checklist to evaluate and track key metrics that make up leading and lagging indicators for your organization. These metrics help assess the true impact of your enablement activities so you can inform and continually evolve your enablement strategy.

Sales onboarding & ramp-up metrics

✔	Metrics	What's the impact?	How do I improve it?
	Time to completion	Eagerness to learn from the reps and ability to launch new products/services quickly	Incorporate more practice and role-plays in onboarding to simulate real-world sales scenarios
	Time to first deal/Time to revenue		
	Successful onboarding completion	Effectiveness of onboarding programs	
	Average ramp time for new hire	Cost of rep churn	Survey new reps on their onboarding experience
	Annual number of new hires	Time to onboard new reps	Assign mentors for new sellers
	Annual rep attrition rate		Increase manager commitment to 1-1 coaching

Everboarding (ongoing readiness) metrics

✔	Metrics	What's the impact?	How do I improve it?
	Seconds of training videos watched	Knowledge retention	Break up learning content with snackable video content, in-video questions, minimal text, and more visuals
	Pages of documents read	Ability to learn new skills	
	Correct answers on assessments and quizzes	Ability to sell new products and services	
	Overall team performance	Feedback and engagement of content	
	Certification completions		
	Rep feedback for on program efficacy		
	Overall engagement		

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In-field behavior metrics

	Metrics	What's the impact?	How do I improve it?
	Call scores	Effectiveness of individual sellers	Break up learning content with snackable video content, in-video questions, minimal text, and more visuals
	Filler words used	Ability to pitch	
	Keywords used	Ability to actively listen	
	Messaging consistency		
	Sentiment		
	Monologue length		
	# of coaching sessions per manager	Skill improvements and upskilling of reps	Implement a coaching framework with clear expectations for managers
	Individual core skills and competencies	Improved relationship between rep and manager	Encourage reps to peer coach
	Manager coaching adherence	Improved satisfaction at work	Include coaching as part of management's compensation
		Improved performance	

Business outcome metrics

	Metrics	What's the impact?	How do I improve it?
	Rep churn	Annual cost of hiring and replacing sellers	Survey new reps on their onboarding experience
	Rep retention		Assign mentors for new sellers
			Increase manager commitment to 1-1 coaching

	Bookings, $	Skill improvements and upskilling of reps	Implement a coaching framework with clear expectations for managers
	# of new logos won	Improved relationship between rep and manager	Encourage reps to peer coach
	% of reps hitting quota	Improved satisfaction at work	Include coaching as part of management's compensation
	Conversion by deal stage	Improved performance	
	Average deal size		
	Average deal cycle time		
	# of meetings booked		
	New pipeline created		

Transform sales performance with Mindtickle

It's critical to centralize your seller data and ensure you can track these metrics across your systems. It is not enough to just measure time to first deal and completion rates - you need to get a full picture of your sellers and how they are performing before you are chasing quota attainment. Armed with these insights, your team can keep a pulse check on rep performance and continually evolve your enablement strategy to prepare reps for every selling scenario and win more.

Be Ready for Anything

It's possible to accurately assess sellers' performance and coach them toward excellence. Mindtickle provides a holistic, quantified assessment of individual sales reps and a manager's entire team's sales readiness. You can get unparalleled visibility into seller activity across the sales cycle, producing a clear indicator of their expected performance.

Get A Demo