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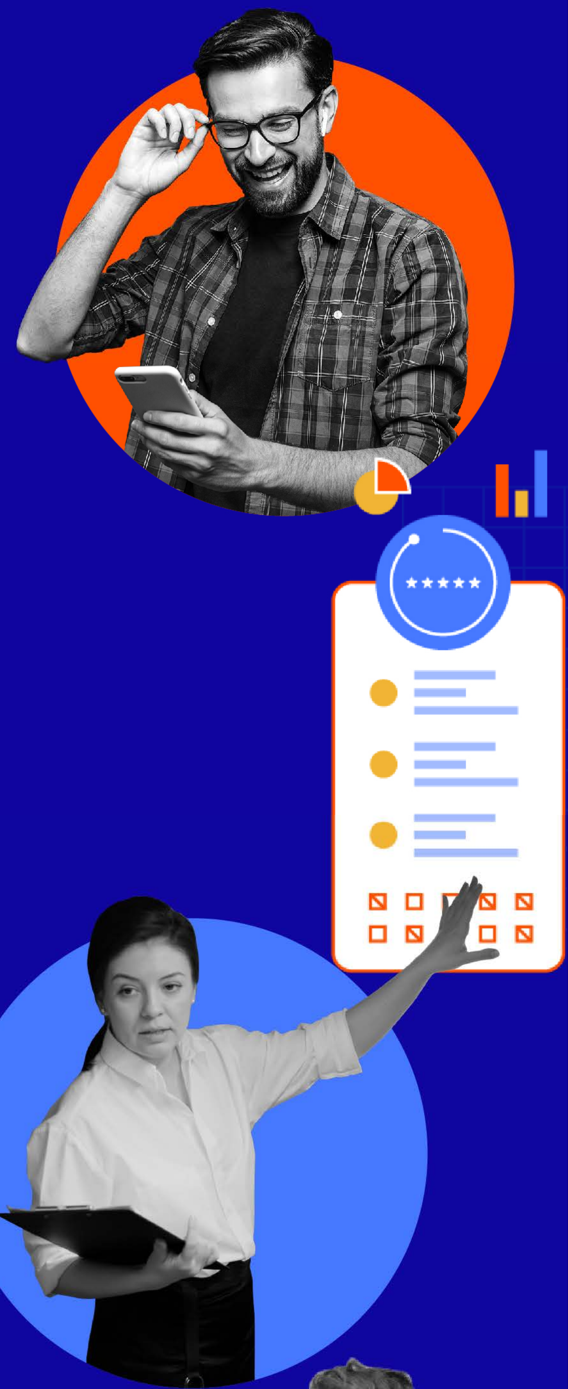
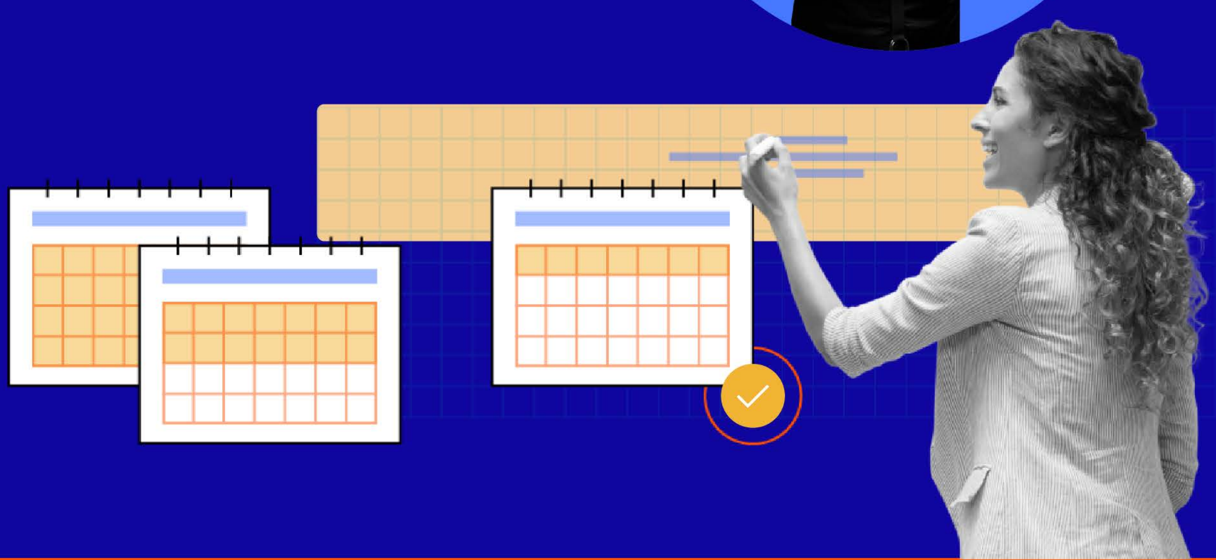
What Sales Metrics Are You Tracking and How to Fix What's Broken



Business today is all about data. Without it, critical decisions are based on guesswork and gut feelings. Gathering accurate and actionable data requires tracking the right metrics.

Below are the sales metrics you should be tracking—as well as what they mean and how you can build on your process for large-scale performance improvement.



Adoption & engagement metrics

Onboarding and training are the first keys to arming sales reps with the knowledge they need to effectively sell for your company.

What to track at this stage:

	New Hires	Entire Team
Ramp time	✓	
Time to first close	✓	
Technology adoption rates		✓
Training completion figures		✓

A long ramp time and time to first close (think more than three months) can signify a couple of things: that your onboarding program needs to be reworked and/or that you're not providing impactful learning materials as ongoing reinforcement.

Low completion numbers tell you there are issues with the format of your training, likely related to the frequency or cadence, quality of the content, asset type, or the method of distribution to reps. Find out which courses or specific content pieces are getting the most engagement and build more of those into the program. (For example, if videos have a higher completion rate, you should offer more learning in video format.)

Performance metrics

Onboarding and training are the first keys to arming sales reps with the knowledge they need to effectively sell for your company.

What to track at this stage:

TEST SCORES

CERTIFICATIONS

Skill impact metrics

With the right tools, you can hear for yourself how reps apply their knowledge and skills in actual customer calls—and assess how they are using the sales content at their disposal.

What to track at this stage:

TALK VS. LISTENING RATIO

NUMBER OF QUESTIONS ASKED

NUMBER OF FILLER WORDS USED

CONTENT USE

CONTENT ENGAGEMENT

Conversation intelligence tools offer rep heat maps across sales stages so you can see where real-world enablement gaps lie. They also allow you to compare overall behaviors with the behaviors of your best performers so you can replicate these top sellers with other reps through one-on-one coaching sessions.

By gaining visibility into what content is used, how often it's used, how frequently buyers engage with it, and whether it has an effect on conversions, you can determine what works best both internally and for potential customers. Rather than reinventing the wheel every time you need a piece of content for a new product or persona, mirror the format and style of those that have highest engagement.

Business outcome metrics

Finally, it all comes down to how your enablement function contributes to business and revenue outcomes.

What to track at this stage:

QUOTA ATTAINMENT

WIN RATE

AVERAGE DEAL SIZE

AVERAGE SALES CYCLE LENGTH

YEAR-OVER-YEAR REVENUE GROWTH

More importantly than simply knowing these rates on an individual and team level, you should correlate revenue results with knowledge, skills, and behaviors. Do reps who score higher on certain tests have higher win rates? Assess these capabilities and address performance gaps with targeted training content and relevant coaching sessions.

Be Ready for Anything

Tracking the right metrics is one thing—it's what you do with it that will have the greatest impact on your sales team. Mindtickle's Readiness Index measures training, coaching, and enablement results to give you full visibility into sales performance.

Learn More