

VIRTUAL SELLING: THESE TOP SALES KPI'S WILL ALWAYS MATTER

01

Sales Behaviors

Manage behaviors.
Measure results.
Inspect what you expect.

02

Revenue

Always a key metric that is easy to measure, but without looking at margin, it could be misleading.

03

Margin

Pressure on revenue performance can create a discounting mindset, once discounting begins, it becomes difficult to change later.

04

Renewals

A reduction in renewals will erode the gains made in net new customers and top line revenue.

05

Upsell/Cross Sell

A focus on expansion or account growth helps keep salespeople away from comfort zone selling.

Win/Loss Ratio

Getting qualified leads is hard enough. If the loss ratio is high, determine why.

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Average Selling Price

Selling on value can position salespeople to confidently sell solutions and services at a premium.

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Average Deal Size

Data from the top performing salespeople will illustrate how they are bundling solutions to increase average deal size.

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Sales Cycle Time

Accountability and discipline are keys to a clean funnel. Look for either advancement or stalled opportunities of deals.

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Turnover

Replacing top performing salespeople is costly. So is keeping under-performing salespeople.

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