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Critical Sales Metrics that Every Leader Should Know & Track



SMM
CONNECT

P O L L Q U E S T I O N

What is your current role?

C O N V E R S A T I O N

What are the top metrics
you're currently tracking?

Make Your Metrics Work for You: 3 Key Structures

CRM

Sales Process

Sales
Methodology

P O L L Q U E S T I O N

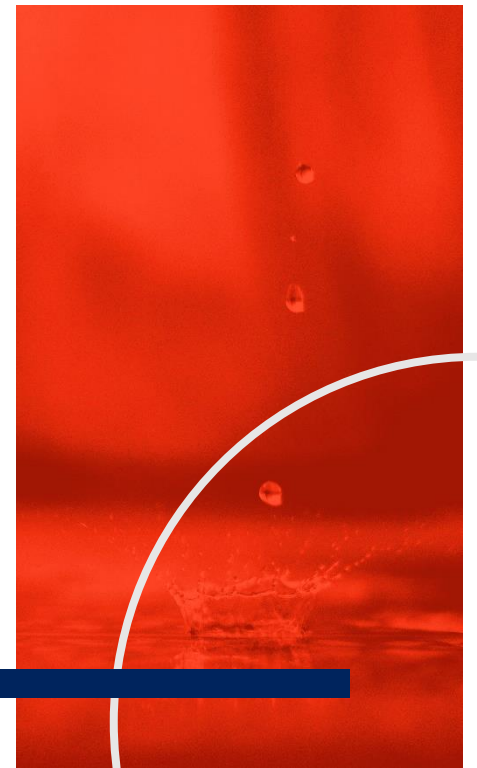
What is your biggest
challenge with metrics?

Metrics Categories to Consider

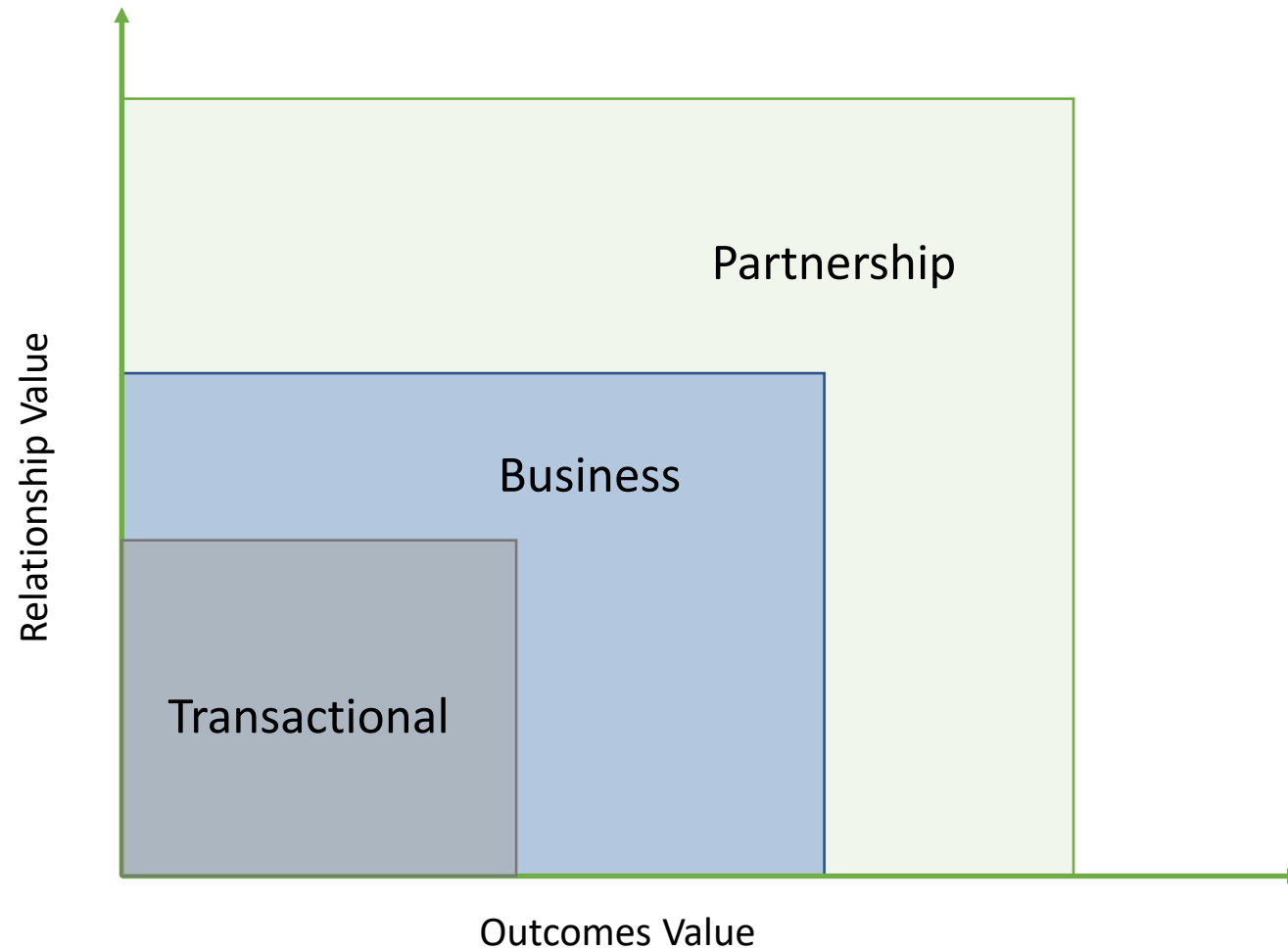


Are we pursuing and winning valuable clients?

- Mutual value between your organization and the client
- High-value partnership opportunities
- Goes beyond simple top and bottom-line metrics

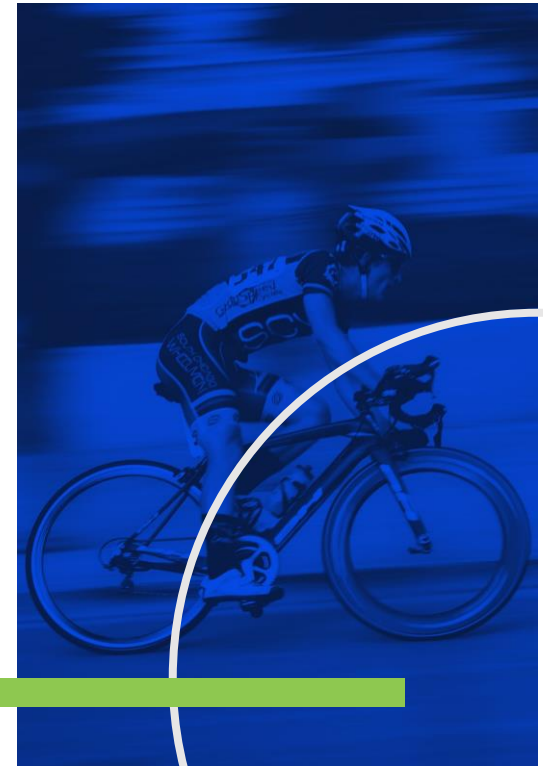


Where do our key clients and prospects stand?



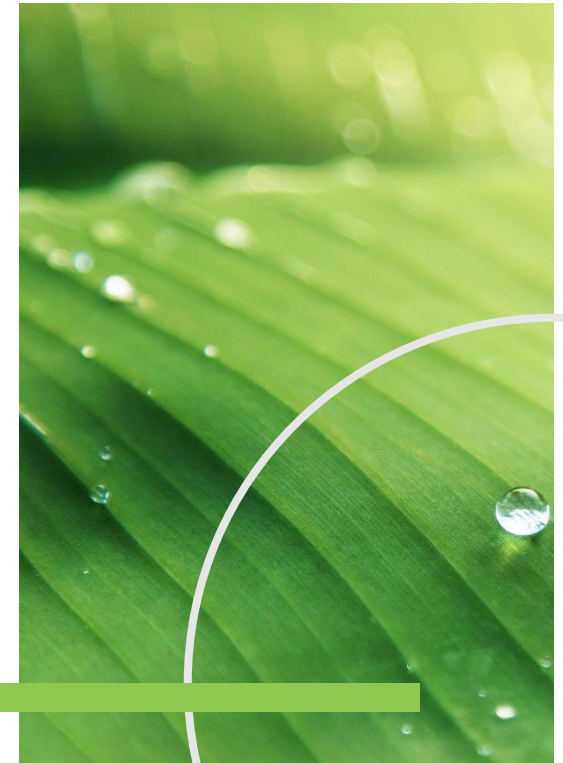
How is our sales culture being built?

- What you incentivize is what you will achieve (unintended consequences)
- Top line
- Bottom line
- Average order size
- Over or under quota goal
- Individuals tracking their own performance



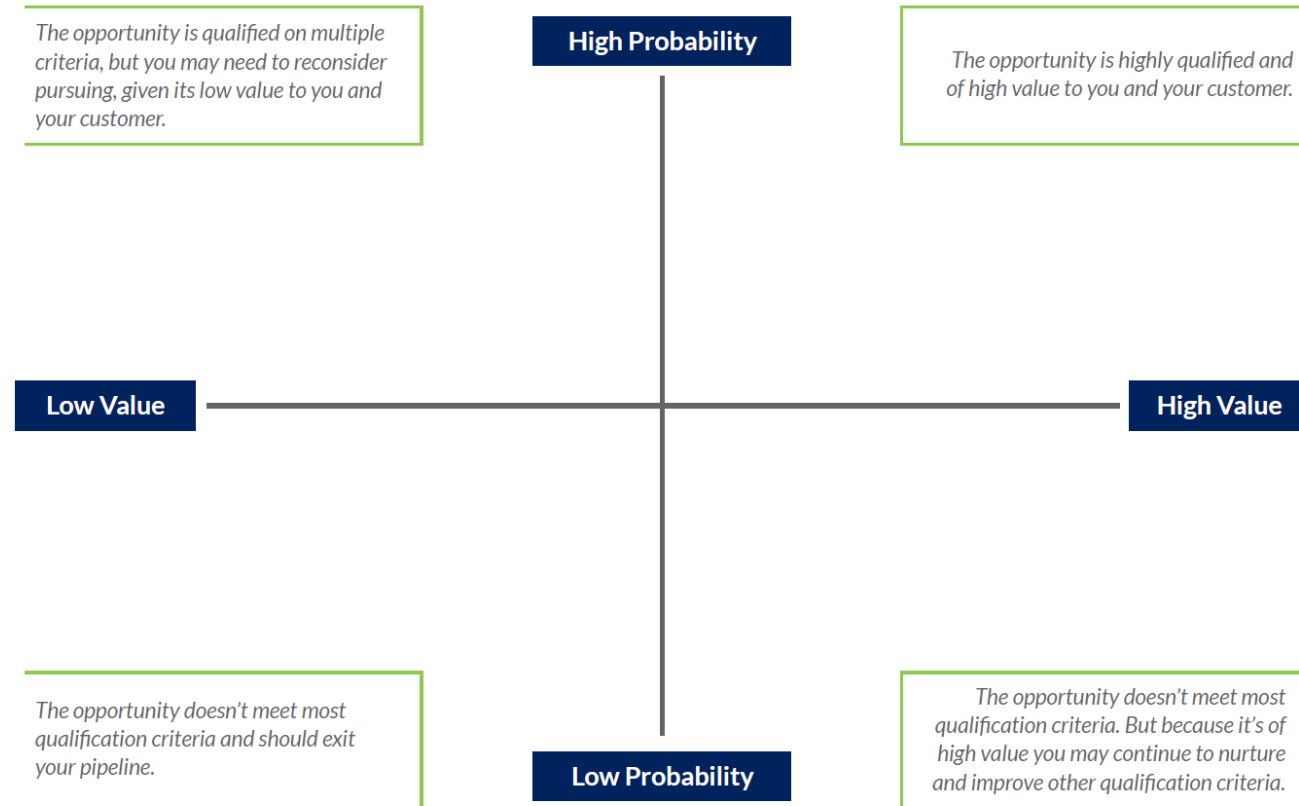
What is our pipeline health (quantity / quality)?

- Qualification = #1 skill that will improve your pipeline health today.
- Sales cycle length and velocity
- Closing percentage (are we closing the right opportunities)
- Extracting win / loss data



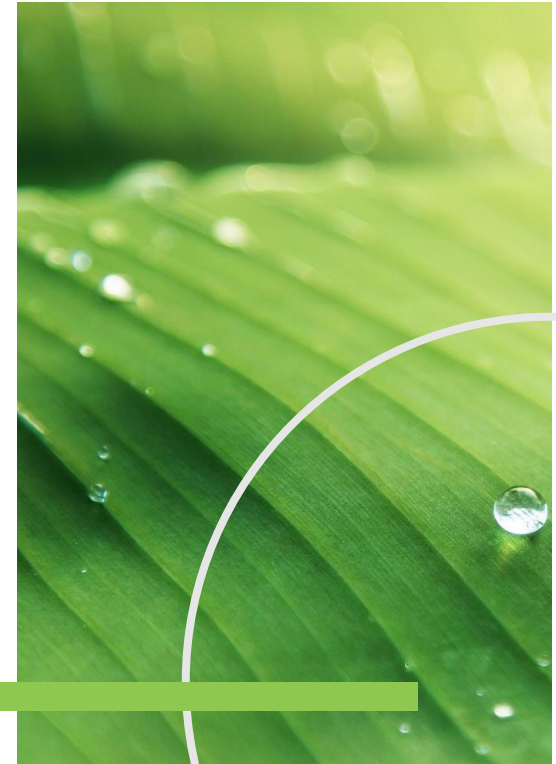
What is our pipeline health (quantity / quality)?

- People
- Process
- Budget
- Timeline urgency
- Compelling case (for you and client)
- Obstacles



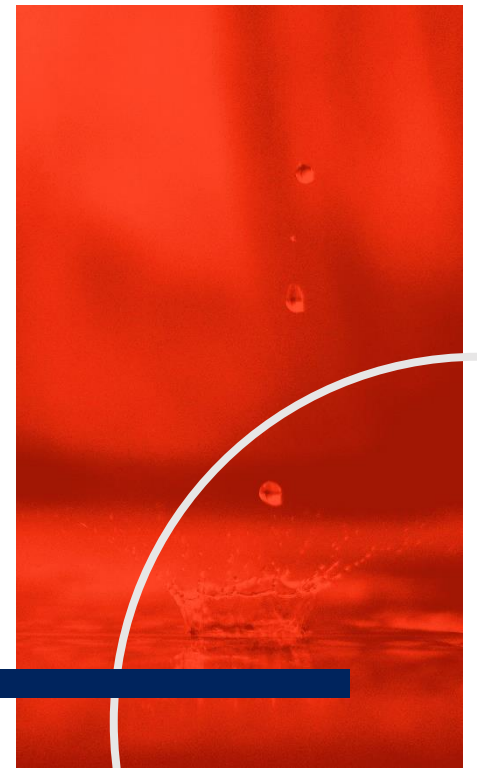
Which accounts deserve our time and resources?

- Target accounts and opportunities
- Existing account expansion
- Meetings
- Introductions from top accounts to new prospects



What is a game-changer?

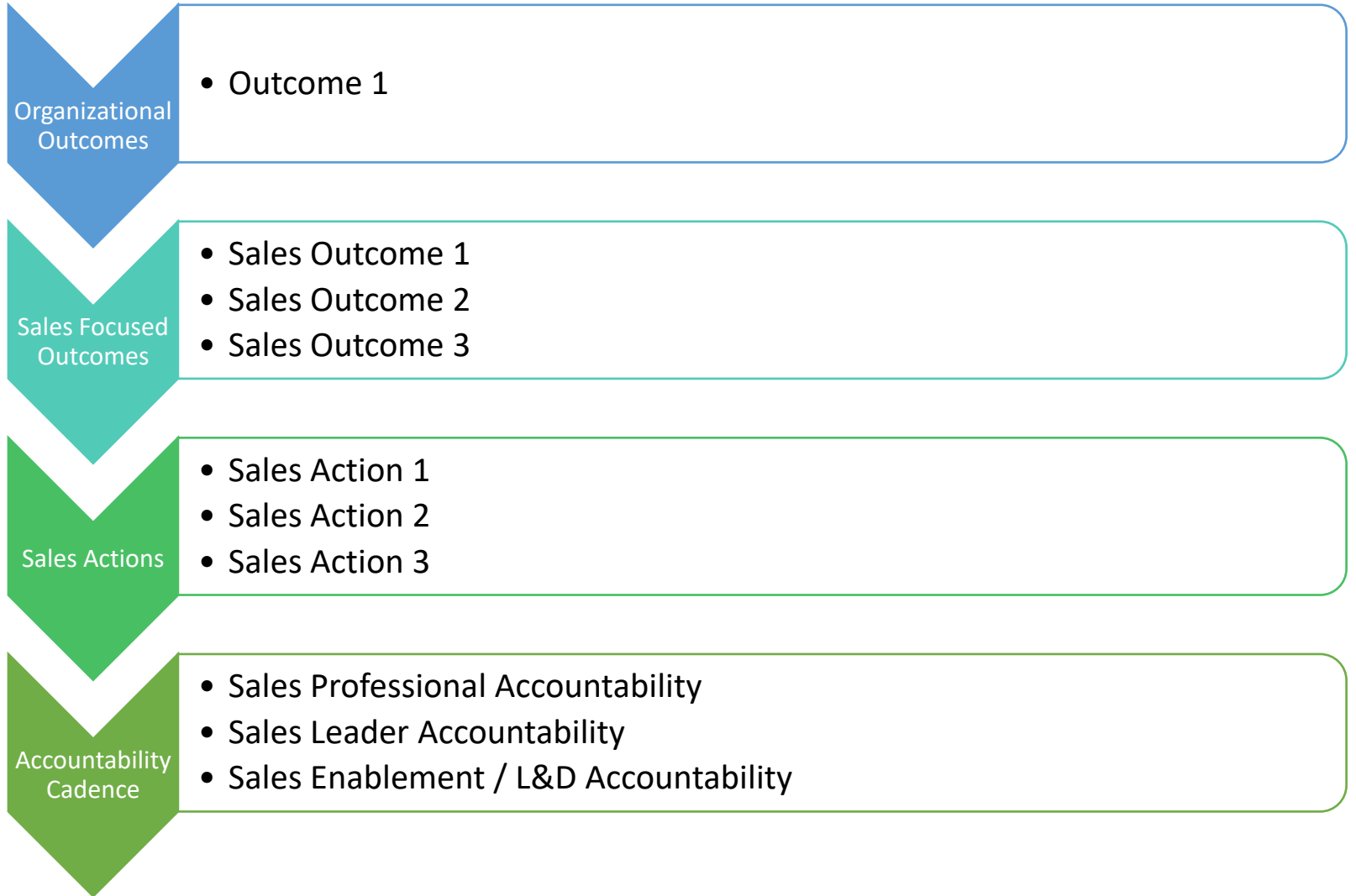
- Desire and commitment
- Coaching
- Professional development plans
- Self-driven development



C O N V E R S A T I O N

Which metrics no longer
serve your organization?

Sales Metrics Framework



- Which actions are the most impactful?
- What other areas of the business are impacted?
- Which accountabilities will have the most impact?
- What are the tradeoffs if we pursue?



C O N V E R S A T I O N

What is one thing you
can take action on from
today's conversation?



AMY FRANKO



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