

Let's Track What I Can Control

Connect the dots to what activities I am doing and my outcomes. Then close the gaps.

Conversations between sales managers and sales staff frequently focus only on numbers: Did you make them? Will you fall short? How much do you think you can sell in the next quarter? While revenue-per-rep is ultimately the most important sales performance metric, there are other areas to track which focus on key areas within your control to bring about an improvement in sales performance and grow revenues.

Sales Huddle

Ask each rep to track* of these metrics for one week:

1. The number of prospecting calls made for a week (track by day).
2. The number of prospecting calls where actually connected live.
3. The number of prospecting calls led to the next steps.
4. The number of prospecting calls ended in dead end.
5. The number of new appointments set.

At the end of the week meet again.

Post each reps numbers on a chart.

Lead a discussion where the sales representatives share their observations of the outcomes of these numbers.

Allow the reps to give ideas to close the gaps and suggest the topics of sales training to help improve the outcomes.

** replace the items to track with metrics most important to your sales situation*