

How to determine your sales metrics?

Sales Metrics Playbook



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Sales Performance Metrics

What will you learn?

- How to determine your sales performance metrics to hit your sales targets?
- How many leads you need?
- How many prospects you need?
- How many opportunities do you need?
- How many customers do you need?
- What are your conversion percentages?



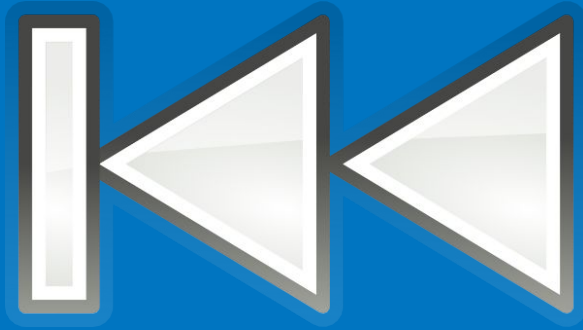
**SUCCESSFUL
SALESPEOPLE
KNOW THEIR
SALES
PERFORMANCE
METRICS**

The best way to determine sales performance metrics is to work backwards.



Metrics make it easier to know if you're on the right track to your sales goals.

TO HIT YOUR SALES GOALS WORK BACKWARDS



- How many final presentations do you need to deliver?
- How many discovery calls do you need?
- How many prospect connects you need?
- How many leads do you need?

Determine the Sales Numbers

Work backwards, starting with your revenue goal, then move to the sales lead goal.

Revenue Goal		Funnel Stage	Quantity
Revenue Goal	\$100,000	Leads	160
Average Deal Size	÷ \$5000	Prospects	80
Customers	20	Opportunities	40
		Customers	20

In this example:

Timeframe: 1 month
Conversion rate between stages: 50%

Use these figures as guidelines.



Check your progress on a
weekly basis.

Tracking your progress enables you to make
adjustments along the way.

SALES EXERCISE



Determine your sales numbers

Work backwards, starting with your revenue goal, then move to the sales lead goal.

Revenue Goal

Revenue Goal	
Average Deal Size	
Customers	

Funnel Stage

Quantity

Leads	
Prospects	
Opportunities	
Customers	

Timeframe: ?

Conversion rate between stages: ?

Lesson Notes:

Lesson Questions:

The End.

Do you require additional help?

- ✓ Individual Sales Training
- ✓ Organizational Sales Consulting

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