

Key Pipeline Metrics

INITIAL METRICS TO DRIVE PIPELINE ACTIVITY

[FREE METRICS
CALCULATOR](#)

Once Established defining goals with measurable targets supports successful enablement for your sales reps. With a few initial metrics any sales manager can quickly set expectations, and gain a preliminary assessment as to the health of their pipeline.

Rep Activity - Incremental metrics such as average RFQ's or customer engagements per week over a rolling time period can be implemented to drive the desired outputs to achieve annual targets. For Example:

- Sales calls per week that will provide the amount RFQ's required to hit your NPI targets based on the number of new programs you define.

Average Deal Size – What is the average deal value in your pipeline today?

This is important to understand, especially if you have limited internal resources.

Win Probability – Are you focused on the opportunities that you are most likely to win?

- Is the program highly competitive, meaning more people in the running for the business.
- Is the project funded or not
- Is your customer a CM bidding the work against other CM's

Each of these competitive factors can drastically impact your approach to pricing strategy

Win and Close Rates - Understanding your deal win rate is a critical factor in establishing individual performance metrics for your sales team, but it can also help you learn why you are missing out on new opportunities

Total deal closure rate regardless of won or lost can be a good measure of how effectively opportunities are moving through your pipeline. To take it a step further individual stage segment timing can provide intelligence on how efficient your overall sales process and sales organization is functioning.

Average Time in Each Stage / Average Time to Navigate the Entire Pipeline - Provides insight into possible process indicators. Is the time in each stage uncovering otherwise hidden issues? For example:

- Sales reps not being able to effectively navigate discovery to identify an opportunity may mean there are issues with the selling approach.
- Taking too long to get quotes done so you lose out on the opportunity - Why is that?
- Sales reps not able to get timely feedback on design recommendations, or pricing from the customer? Is that due to relationship, was the opportunity over sold or not at the right stage for a decision to even be made?

By using a simple tool you can easily calculate these base metrics to use with your sales team.

Metric Calculator

Calculate the initial metrics that can help you drive sales activity with an easy to use starter tool.

[FREE TEMPLATE](#)



Metric Development

Looking to develop more comprehensive metrics to manage your sales team?

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[Contact Us](#) today to learn how we can help develop and implement a metrics driven strategy.