

# THE SALES KPI REPORT



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Ever wonder if you're managing your sales team around the behaviors that will ultimately lead to sales? Make sure your salespeople and sales managers are focused on what matters to help you grow revenue faster. We analyzed the use of 1,500+ sales activities that are being used across 109 sales teams, each of which is growing faster with LevelEleven's Sales Activity Management Platform.

## What you'll find in this report:

1. Most common behaviors across all types of sales roles
2. Most common behaviors by selling role, including:
  - a) Sales Development
  - b) Salespeople
  - c) Account Managers
3. Most common behaviors by industry, including:
  - a) Technology
  - b) Ad/Marketing Tech
  - c) Finance
  - d) Manufacturing
  - e) Media & Publishing
  - f) Telecom
  - g) Professional Services
4. Most common timeframes used when setting activity goals, including by:
  - a) Day
  - b) Week
  - c) Month
  - d) Quarter

### About LevelEleven

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LevelEleven helps companies increase the capacity of their sales teams by creating real-time visibility into day-to-day performance, predicting when performance is out of line and telling salespeople and sales leaders what to do about it. Founded in October 2012, LevelEleven has secured 200+ customers including Comcast, Dun & Bradstreet, Symantec and Ford.

# MOST COMMON KPIS

Following is a breakdown of the most commonly used sales KPIs across roles and industries. *Calls* tops the list, with 26% of sales teams using this KPI. Second and third include *Wins* (23%) and *Opportunities Created* (19%).

KPI	% of Selling Teams Using this KPI
Calls	26%
Wins	23%
Opportunities Created	19%
Emails Sent	8%
Meetings	8%
Meetings Scheduled	8%
Demo Completed	6%
Activities	5%
Activities Completed	4%
Connects	4%
Proposals Sent	3%
Contacts Added	3%
First Meetings	3%
Conversations	2%
Sales Qualified Leads	2%
Demos Scheduled	2%
Sales Accepted Leads	2%
F2F Meetings	2%

## TREND TALK

Especially in the last year, many sales leaders have begun to recognize the importance of managing around the leading indicators (activities that lead to sales) rather than just around lagging indicators, like *sales wins*, *close rates*, *deal sizes*, etc. Coaching around leading indicators offers more control over hitting large goals like *sales wins*.

That being said, recognition does not always lead to practice, and that is evident in the study's results. *Wins*, the ultimate lagging indicator sales KPI, still comes in at a very close second.

*Wins* will always be a number one focus for sales leaders. However, as a KPI that is most popularly managed and motivated around, *wins* will likely move down over the next year.

# OTHER INTERESTING KPIS

In order for a metrics-driven sales team to work, its KPIs must be specific to the sales process they are set to measure. While this may sound obvious, all too often, sales leaders rely on by-the-book KPIs to manage a unique sales process.

Phil Brabbs, Managing Director of Torrent Consulting, says it best: “Books and websites by experts are a great way to gather information and learn about metrics that could be relevant to your business. The problem arises when people start taking these metrics at face value.”

The sales teams that implemented the KPIs below understand this. Although the KPIs do not comprise our list of Most Popular, they earned a mention because of their uniqueness.



# KPIs BY SELLING ROLE

Of course, just as KPIs must fit your sales process, they also must fit the role of the person whose activity is being measured. Following are the most common KPIs by selling role, including those for: Account Management, Sales and Sales Development.

*Calls* is listed in the top three for each. Then *Wins* and *Opportunities Created* fill out the top three spots for Sales; *Opportunities Created* and *Meetings* fill out the top three for Account Management; and *Meetings Scheduled* and *Emails Sent* fill out the top three for Sales Development.

## TREND TALK

Another trend over the past year has been the awareness of vanity metrics. Sales leaders are adding more criteria to the KPIs being motivated, to ensure activity is not just managed for quantity, but quality.

While quality metrics do appear on these KPI lists, they are not as prevalent as overall activity metrics. For example, *Calls* appears at #1 for Sales Development and #2 for Account Management and Sales; yet *Talk Time* appears near the bottom of the list for Sales, as a unique mention for Sales Development and nowhere on the list for Account Management.

The same scenario can be seen with conversations occurring for a certain amount of minutes versus just tracking calls, as well as Senior Buyer Connect versus just tracking connections through email, phone, etc. With time, we expect the number of quality, filtered metrics to become more prevalent.

Hubspot's Director of Global Business Development Justin Hiatt is very cautious of vanity metrics that do not lead to revenue.

These differ by team, of course, but one example for Justin is dials. "...I ultimately feel that picking up the phone and dialing it does not produce a result – the actual act of connecting with someone does," he said. "Because of that I don't measure simple calls or dials. I measure connects and interactions with our prospects."

Using a strong KPI framework that includes this approach and is supported by the LevelEleven platform, Justin has increased overall sales productivity by 26%.



Justin Hiatt

Director of Global  
Business Development



[read more here](#)

## SALES DEVELOPMENT

KPI	% of Sales Teams Using this KPI	Mentionable KPIs
Calls	29%	Demos Scheduled
Meetings Scheduled	13%	Talk Time
Emails Sent	12%	Upgrade Opps Created
Opportunities Created	9%	Assessment Scheduled
Activities	9%	4+ Minute Conversations
Connects	9%	Webinars
Wins	7%	
Demo Completed	7%	
Meetings	5%	
SQLs	5%	
Contacts Added	4%	
Conversations	4%	
Dials	4%	

## SALES

KPI	% of Sales Teams Using this KPI	Other Mentionable KPI's
Wins	29%	3+ Minute Conversations
Calls	22%	Apps Submitted
Opportunities Created	20%	Bringing opp to 90%
Meetings	9%	Clearslide Pitch
Demo Completed	6%	Closing Calls
Activities Completed	5%	Forecast vs. Bookings
Proposals Sent	4%	Senior Buyer Connect
Meetings Scheduled	4%	
Emails Sent	4%	
Outbound Activity	3%	
First Meetings	2%	
Face to Face Meetings	2%	
Contacts Added	2%	
Talk Time	2%	
Events	2%	
New Biz Opps	2%	

## ACCOUNT MANAGEMENT

KPI	% of Account Management Teams Using this KPI	Other Mentionable KPI's
Opportunities Created	15%	Leads Created
Calls	12%	Add-Ons
Meetings	9%	Scheduled Service Session
Wins	6%	
Emails Sent	6%	
CSM Leads Generated	3%	
Initiatives Completed	3%	
New Contacts Added	3%	
Milestones Completed	3%	

Once fast-growing SaaS company Procore got its sales development team more focused on the KPIs that matter, it increased SDR-originated revenue from **5% to 60% of total company revenue.**



Dan Miller-Smith

Director of Sales  
Development

**PROCORE**

“When designing KPIs, you really want to make sure you’re gearing them specifically to your vertical and the function you’re focused on.”

# KPIs BY INDUSTRY

Following are the most common KPIs, as well as Interesting KPIs by industry, including those for:

- Ad/Marketing Tech
- Finance
- Manufacturing
- Media & Publishing
- Professional Services
- Technology
- Telecom

*Calls* made the top three across all industries, and *Wins* made the top three for every industry studied except for Manufacturing.

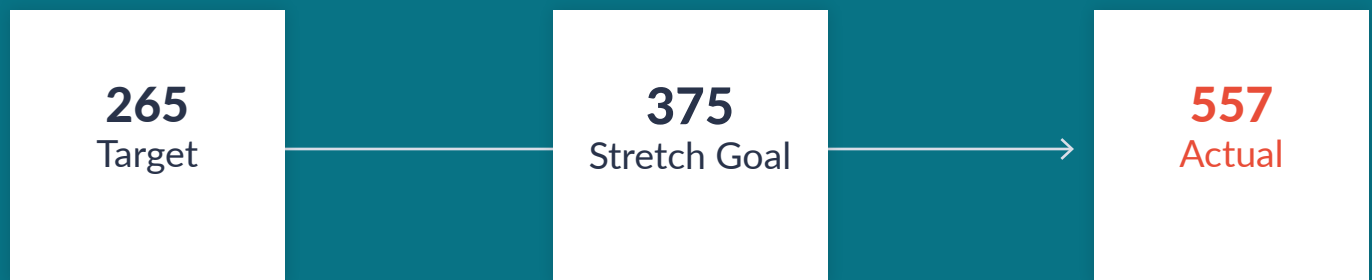
As could be expected, Interesting KPIs get more unique when broken down by industry. For example, in Ad/Marketing we saw metrics around *Media Plans Completed* and *Market Reports* and in Finance, *Financials Received* and *Distinct Loans*.

## StanleyBlack&Decker

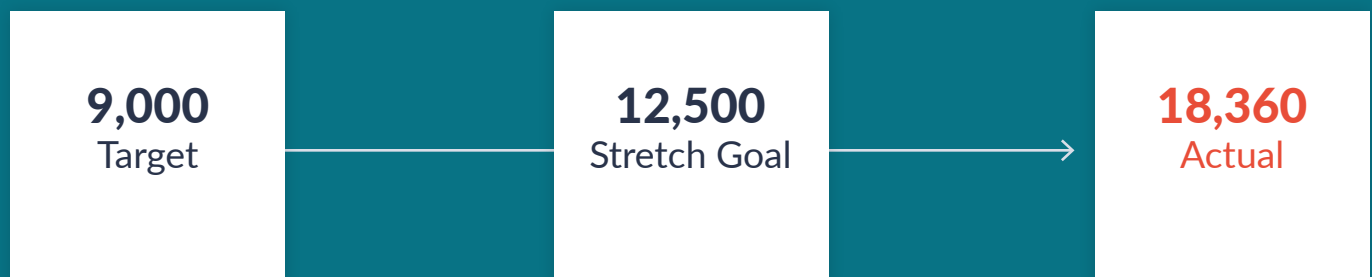
### What Happens When You Manage Your Team Around Industry-Specific KPIs?

A unique industry-specific KPI we saw was *Safety Seminars* for Manufacturing. When Stanley Black and Decker ran a campaign around safety KPIs using LevelEleven, they exceeded every goal.

#### Safety Events Completed



#### Number of Safety Seminar Attendees





## AD / MARKETING TECH

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Wins	29%	Face-to-Face Meetings
Calls	12%	Talk Time
Opportunities Created	10%	Assessment Completed
Emails Sent	10%	Bringing Opp to 90%
Meetings	10%	Media Plans Completed
Meetings Scheduled	8%	Market Reports
Connects	6%	RFPs Requested
Activities	4%	
Activities Completed	4%	
Proposals Sent	4%	
Demos Scheduled	4%	
Dials	4%	
Contract Executed	4%	

## FINANCE

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Calls	13%	Talk Time
Wins	7%	Quotes
Opportunities Created	4%	3+ Minute Convos
Activities Completed	4%	Apps Submitted
Meetings	4%	Distinct Loans
First Meetings	4%	Final Sign-Off
Credit Pull	4%	Financials Received
		Folders Completed
		Transfers

## MANUFACTURING

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Opportunities Created	14%	Strategic Plans
Outbound Calls	14%	Safety Seminars
Calls	7%	
Activities Completed	7%	
Demo Completed	7%	
Contacts Added	7%	
F2F Meetings	7%	
Monthly Bonus	7%	
Qualified Activities	7%	
Qualified Outcalls	7%	

## TECHNOLOGY

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Calls	24%	First meetings
Opportunities Created	22%	Face to Face meetings
Wins	19%	Outbound Activity
Meetings Scheduled	9%	Consultations
Emails Sent	8%	Forecast vs. Bookings
Demo Completed	7%	Senior Buyer Connect
Activities	5%	Live Chats
Meetings	5%	Outbound Talk Time
Connects	5%	ROI Meetings Booked
Proposals Sent	4%	
Contacts Added	4%	
Conversations	4%	
SQLs	4%	
SALs	3%	
Pipeline Value	3%	

## PROFESSIONAL SERVICES

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Calls	32%	C-Level Proposal / Board Mtg
Wins	8%	Placements
Opportunities Created	8%	Map Discovery Meeting
Activities	8%	Milestones Completed
Meetings	8%	
Meetings Scheduled	4%	
Demo Completed	4%	
F2F Meetings	4%	
First Meetings	4%	
Leads Converted	4%	
Leads Created	4%	
New Biz Opps	4%	
Contract Sent	4%	

## MEDIA & PUBLISHING

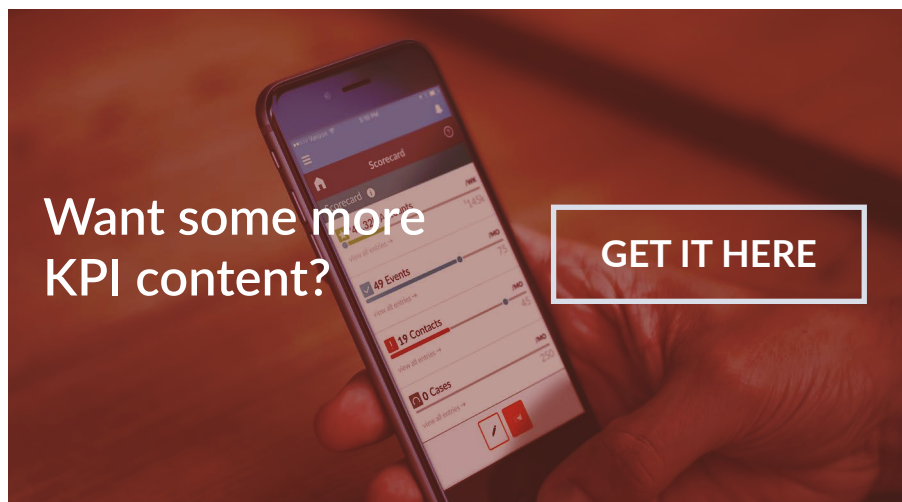
KPI	% of Selling Teams Using this KPI	Interesting KPIs
Calls	40%	ClearSlide Pitch
Wins	13%	Live Pitch
Opportunities Created	7%	Correct Contact
Meetings Scheduled	7%	
Events	7%	
Activities	7%	
Proposals Sent	7%	
Revenue	7%	
Discovery, Demo, Proposal	7%	
Sales Support Metric	7%	
Stage Change	7%	

## TELECOM

KPI	% of Selling Teams Using this KPI	Interesting KPIs
Opportunities Created	24%	Talk Time
Wins	24%	Engaged Accounts
Calls	10%	Pulsecheck
Demo Completed	10%	Bundle Sales
Meetings	10%	
Activities Completed	10%	
Outbound Activity	10%	
Emails Sent	5%	
First Meetings	5%	
Demo Scheduled	5%	
Bookings	5%	

When Dun & Bradstreet made their key sales metrics visible to their entire team, they **increased new business pipeline by 60%.**

[READ MORE HERE](#)



# MOST COMMON TIME FRAMES FOR KPI GOALS

Just as critical as identifying a team’s main KPIs is identifying the time frame during which those KPIs should be motivated.

In general, the shorter the amount of time a salesperson has to hit their goals, the more engagement they will have around it (as long as the time frame is realistic, of course). Quarterly goals are much more challenging to keep salespeople focused on and motivated around than daily, weekly or even monthly goals.

The participants in this study aligned with this best practice, with none of them choosing Quarterly as the most popular timeframe for a top KPI. In fact, most KPIs are motivated through weekly goals.

Following is a breakdown of the overall top five KPIs by time frame motivated and then also by selling role.

OVERALL				
	Daily	Weekly	Monthly	Quarterly
Calls	43%	41%	14%	2%
Wins	4%	21%	49%	26%
Opportunities	5%	44%	38%	13%
Emails Sent	38%	50%	13%	0%
Meetings	5%	58%	25%	13%

## SALES

	Daily	Weekly	Monthly	Quarterly
Wins	5%	24%	44%	27%
Calls	30%	47%	20%	3%
Opportunities Created	7%	37%	37%	19%
Meetings	0%	50%	22%	28%
Demo Completed	13%	63%	25%	0%

## ACCOUNT MANAGEMENT

	Daily	Weekly	Monthly	Quarterly
Calls	0%	40%	60%	0%
Wins	75%	0%	25%	0%
Opportunities	0%	100%	0%	0%
Emails Sent	0%	0%	100%	0%
Meetings	50%	50%	0%	0%

## SALES DEVELOPMENT

	Daily	Weekly	Monthly	Quarterly
Wins	55%	41%	5%	0%
Calls	10%	60%	30%	0%
Opportunities Created	56%	44%	0%	0%
Meetings	0%	71%	29%	0%
Demo Completed	43%	29%	29%	0%

Ready to step up your Sales Activity Strategy?  
With LevelEleven...



Increased year-over-year new business pipeline by **400%**



Saw **\$5.8 Million** in Additional Revenue in **60 Days**



Scheduled **127%** More Appointments Per Day



Got **60%** More Deals Closed in **3 Weeks**



Randy Wootton

CEO



“LevelEleven has helped our sales organization run more efficiently as we continually strive to achieve higher ROI per seller. We’re using LevelEleven: **to keep our salespeople focused on engaging with our customers, add more discipline to our sales process and enable our sales managers to coach sellers to success.** Every company wants to sell more, but LevelEleven helps our team stay focused on the behaviors and activities that drive results.”



Janet Jansen

Director of High Velocity Sales



“If you look at my CRM dashboard, there’s probably 20 different metrics on the dashboard that I use for just one team in particular. I used to look at my dashboard 10 times a day. Now, I just go to my [LevelEleven] homepage and flip through the Scorecard. As a sales leader, it is amazing to me how now I rely on that quick little snapshot of key metrics. **With LevelEleven, the ease at which I can get my fingers and eyes on that critical information is just astounding to me.** When I look at Scorecard, it allows me to course-correct in real time -- a very quick action that I can’t do when I’m looking at everything on a dashboard. “

Special Offer for Readers of this Study

**Free KPI Discovery Call**

Talk to one of our sales performance experts for a free 1-hour session on identifying your team’s main KPIs. Just click here, and write “Free KPI Discovery” in the comments.

Already know what your team’s critical KPIs are and ready to talk about managing and motivating them? **Request a demo.**