7 ESSENTIAL SALESFORCE DASHBOARDS

FOR PREDICTING AND INFLUENCING INSIDE SALES SUCCESS

ringDNA

Sales Acceleration

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INTRODUCTION

ACCELERATING SALES WITH DATA-DRIVEN MANAGEMENT

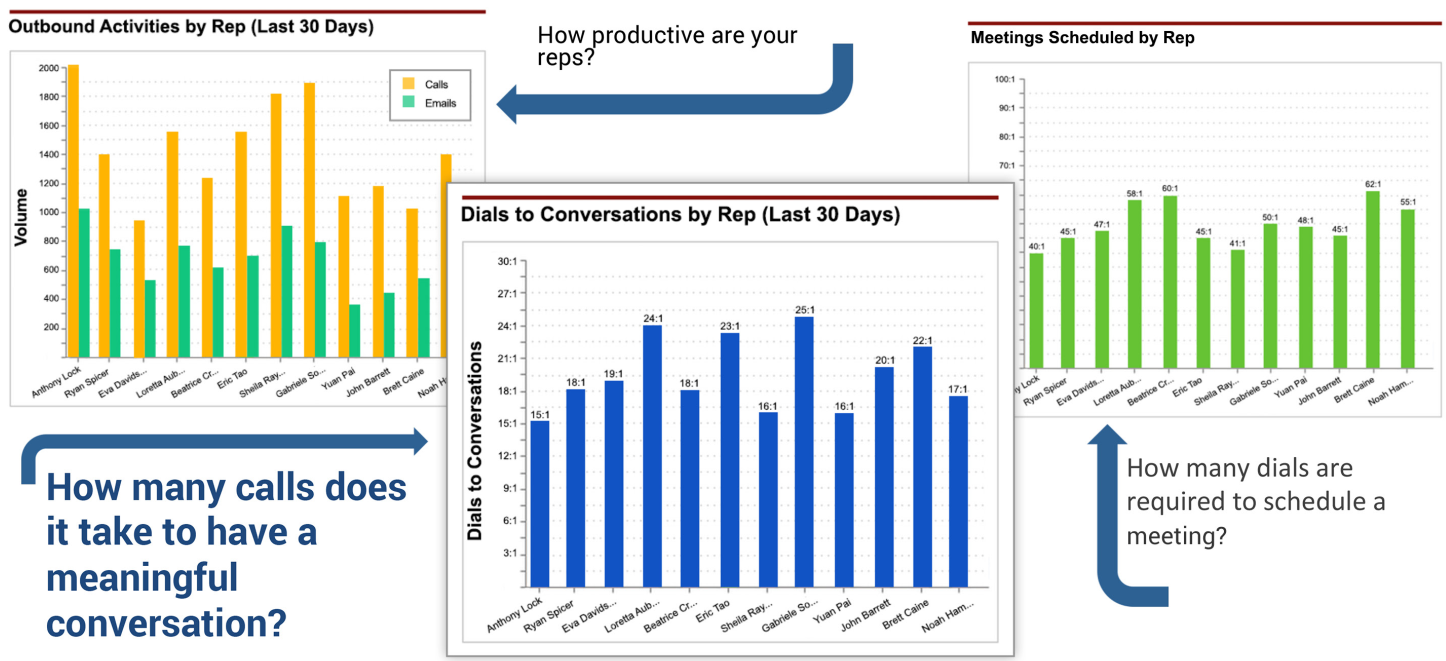
Salesforce dashboards give you the power to forecast the future. You can see which reps are on pace to meet goals, know which reps are most efficient, and identify how specific sales activities impact pipeline. Virtually all inside sales managers are tracking some performance metrics. But the fact is that your existing dashboards probably aren't giving you the real-time insight you need to help your sales team reach their full potential.

Building the right dashboards in Salesforce gives you the power to both predict and maximize revenue. With the right dashboards, you can unearth opportunities to drive growth that were previously hidden. You can also do a far better job of coaching underperforming reps to sell like A-players.

This year, at Dreamforce, RingDNA Founder and CEO Howard Brown hosted a panel entitled "7 Essential Salesforce Dashboards for Predicting and Influencing Inside Sales Success." The panel featured preeminent inside sales experts including Aaron Ross (author of the bestselling book *Predictable Revenue*), Peter Gracey (co-Founder of AG Salesworks) and top sales trainer John Barrows.

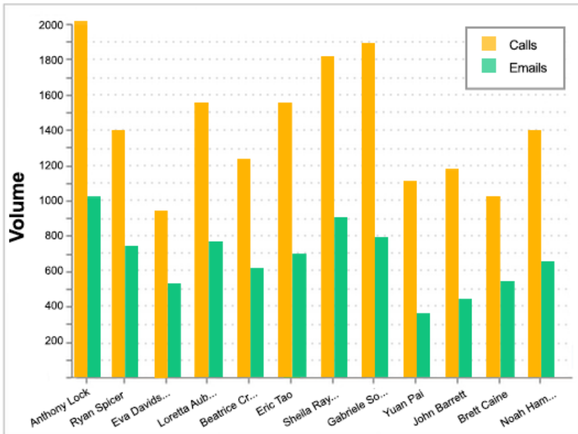
In this eBook, we'll reveal those vital dashboards and help you discover which dashboards are most vital to your company's bottom line. If you're a sales manager or executive and you're ready to kick your sales engine into top gear, this eBook will give you the insight you need to manage your sales team like the world's top experts.

01 DASHBOARD 1: SALES TEAM ACTIVITY AND EFFECTIVENESS

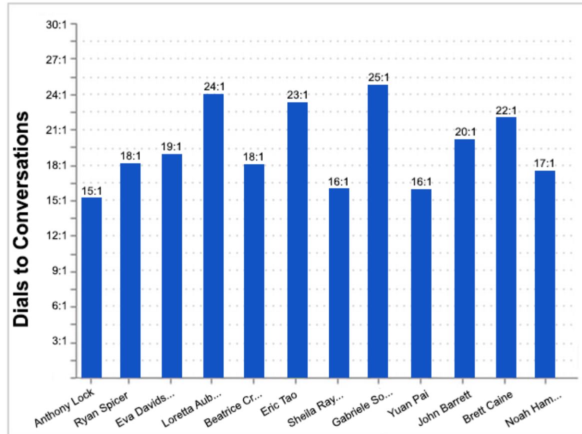


You should always maintain a bird's-eye view of your entire team's sales activities. That way you can not only gauge how productive your sales reps are, but also how efficient your team is at closing deals.These following metrics can help you gauge your sales team's overall effectiveness at a quick glance.

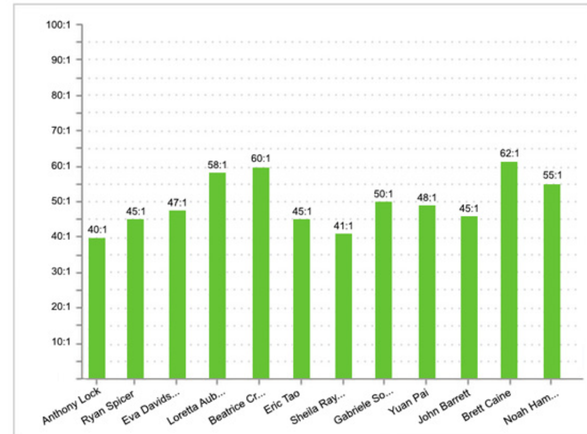
Outbound Activities by Rep (Last 30 Days)



Dials to Conversations by Rep (Last 30 Days)



Meetings Scheduled by Rep



Outbound Activities by Rep (Last 30 Days)

A dashboard that lays out an entire team's activities (such as dials and emails) can help you recognize patterns and establish benchmarks. If underperforming reps are consistently dialing fewer leads per day than top performing reps, enforcing an activity quota can potentially drive powerful results. For example, up to a certain point, dialing and emailing more prospects can result in a greater number of opportunities. That's why a lot of innovative sales teams employ solutions that enable their reps to increase dialing velocity.

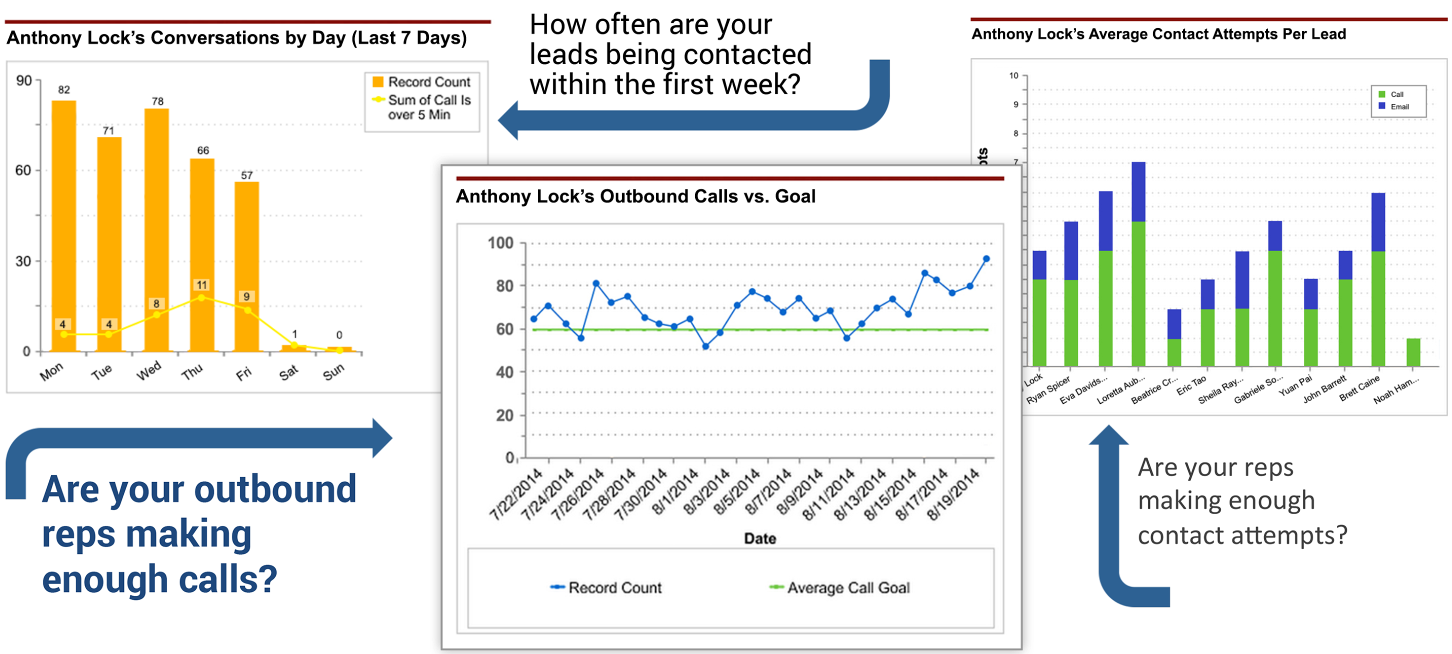
Dials-to-Conversations by Rep

You should never get so consumed with reps' activities that you miss out on measuring your team's efficiency. In addition to tracking how many dials reps are making each day, also measure which reps are most efficient at starting conversations. Knowing how many calls it takes sales development reps to have a meaningful conversation (which can be defined as lasting beyond a certain length of time) can help you identify which SDRs are positively impacting pipeline.

Meetings Scheduled by Rep

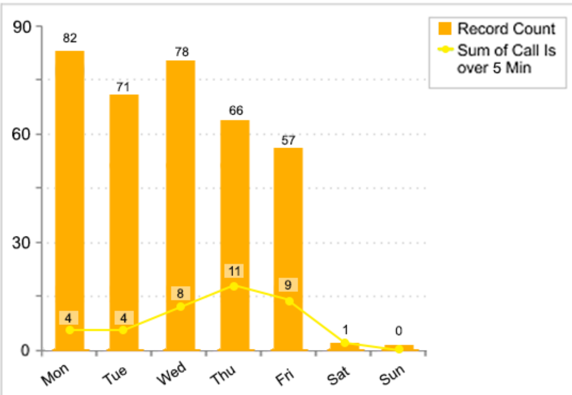
In addition to knowing how many dials it takes reps to initiate conversations, it's important to know which of your reps are most efficient at scheduling meetings. If particular reps are far more efficient at scheduling meetings, then managers can drill into call recordings to see whether those reps are doing a better job of pitching, or examine whether leads are being distributed equitably.

02 DASHBOARD 2: INDIVIDUAL REPS' ACTIVITIES

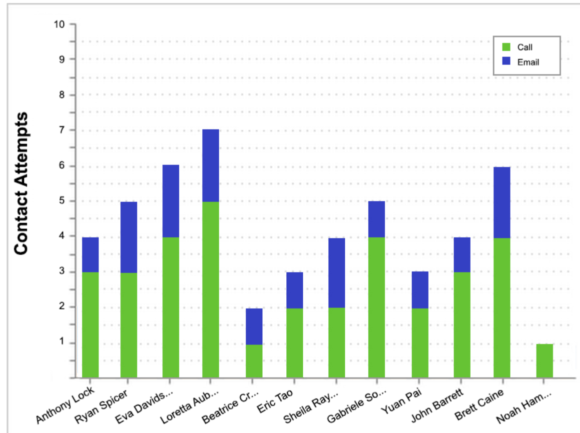


As vital as it is to have a top-down view of your team's performance, it's just as important to be able to dig deeper and look at individual rep performance. This dashboard is an early warning system that gives you insight into why individual reps are or are not on pace to meet their goals.

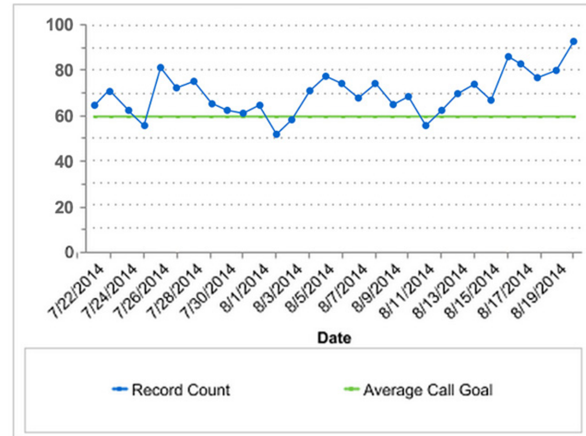
Anthony Lock's Conversations by Day (Last 7 Days)



Anthony Lock's Average Contact Attempts Per Lead



Anthony Lock's Outbound Calls vs. Goal



Conversations Per Day

When examining a rep's individual numbers, it's also necessary to track their performance over time. Are your reps having more meaningful conversations (defined here as conversations that last more than 5 minutes) in the afternoon than in the morning? Are leads more responsive toward the end of the month? Knowing these details can help you coach your reps to do the right things, at the right times, that will maximize their success.

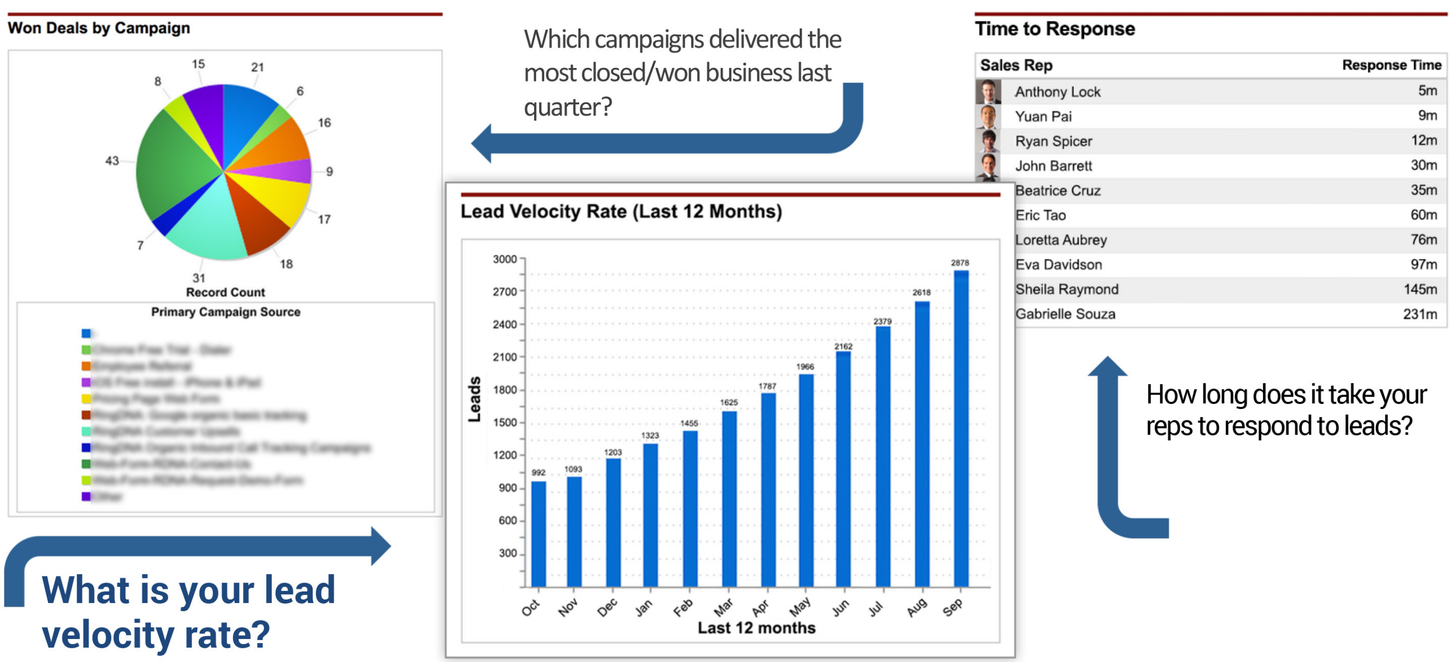
Average Contact Attempts Per Lead

Are your reps contacting leads enough times? According to Sirius Decisions, the average sales rep only makes two attempts to contact a lead. However, according to data from TeleNet and Ovation Sales Group, it can take eight attempts to reach a prospect. The perfect number of contact attempts will vary by industry. See how many times your top reps are dialing leads, and then use that data to set benchmarks for your entire sales team.

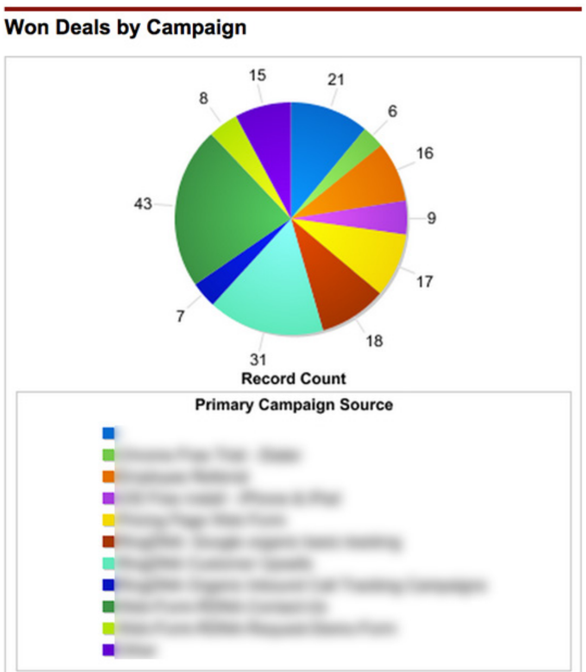
Outbound Calls vs. Goals

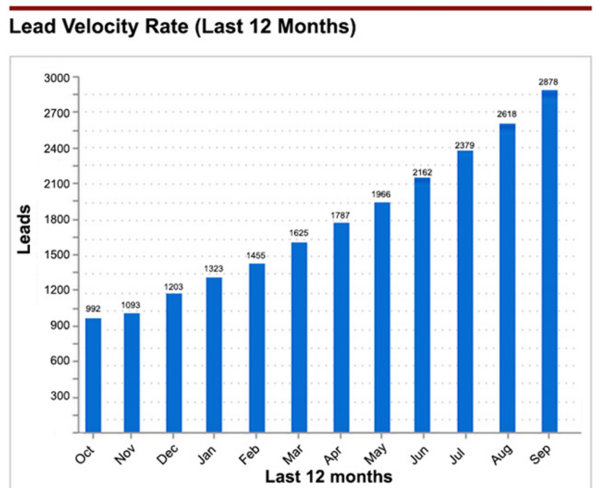
By measuring how reps meet activity goals over time, managers can see whether activities are actually correlating with performance. Try to notice correlations between reps' activities and outcomes. When your reps meet their call quotas, does it actually correspond with more meetings being booked? If so, then keep a close eye on whether reps are achieving those quotas. If not, then you may need to drill deeper by listening to call recordings or examining other metrics like contact attempts.

03 DASHBOARD 3: INBOUND SALES



As your reps take inbound calls and emails that come in from ads, web pages, content and other sources, it's important for managers to have a clear view of which efforts are driving the best calls. It's also vital to know how effective inbound sales reps are at converting inbound callers into opportunities and customers. The following dashboard will help you maximize inbound call conversion rates.





Time to Response

Sales Rep	Response Time
Anthony Lock	5m
Yuan Pai	9m
Ryan Spicer	12m
John Barrett	30m
Beatrice Cruz	35m
Eric Tao	60m
Loretta Aubrey	76m
Eva Davidson	97m
Sheila Raymond	145m
Gabrielle Souza	231m

Won Deals by Campaign

In order to ensure that Sales and Marketing are aligned, it's paramount to track which marketing efforts are not only driving the most calls, but also the most won deals. After all, a campaign that drives a lot of calls but not a lot of revenue is just clogging up your pipeline. By knowing which campaigns delivered the most closed/won business, sales managers can then work with marketers to invest more in efforts that are proven to drive results.

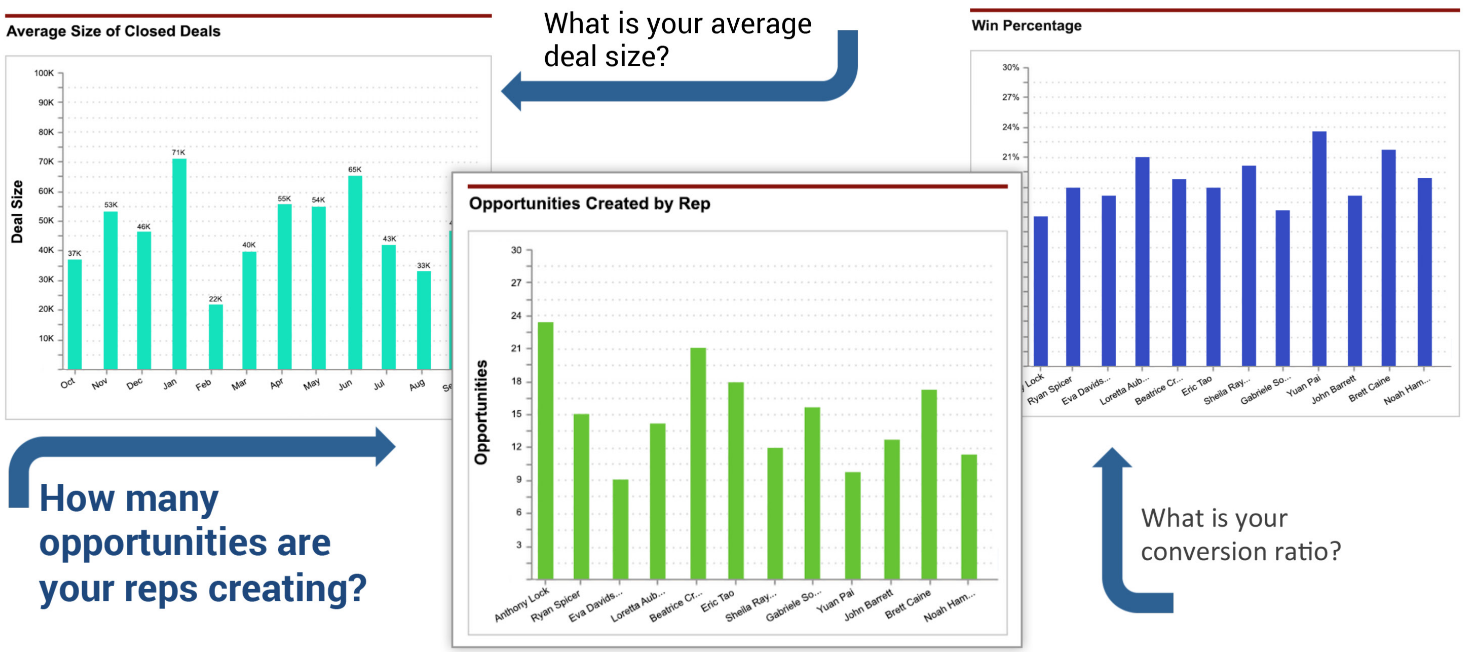
Lead Velocity Rate

Inbound sales nearly always begins with marketing. Unless Marketing is able to generate a predictable amount of high-quality inbound leads, inbound sales reps will likely struggle to source qualified opportunities for your quota-carrying salespeople. Work with marketers to ensure that leads are always growing month-over-month. This metric also enables you to draw correlations between lead velocity and your sales team's overall success, since spikes in high quality leads can often drive sales growth.

Time to Response

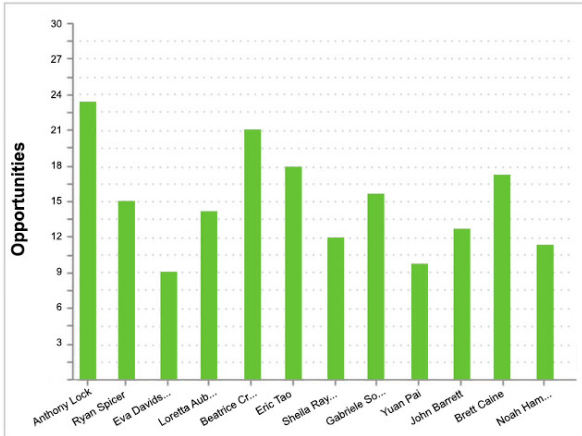
When leads reach out to your company, how long is it taking sales reps to respond? When inbound sales reps fail to hit their numbers, this should be one of the first metrics managers look at, since requiring reps to respond to leads quickly can dramatically impact sales ROI. According to *Harvard Business Review*, sales reps are seven times more likely to have a meaningful conversation with prospects if they call back within the first hour. Responding within five minutes gets even better results.

04 DASHBOARD 4: OPPORTUNITIES

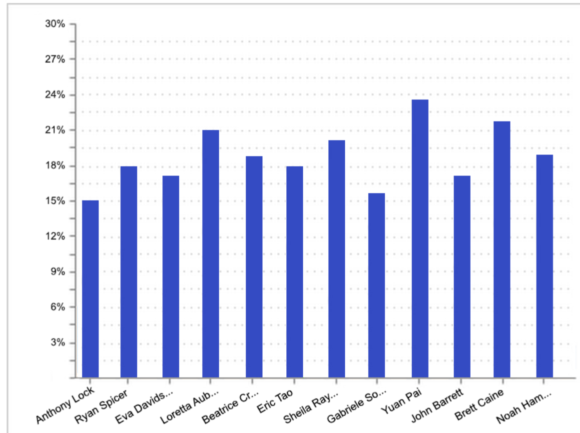


One of a sales manager's primary goals is ensuring that account executives always have a predictable amount of viable opportunities in their pipeline. Are your SDRs creating enough opportunities? Are your opportunities converting into sales? This dashboard will give you visibility into those crucial deep pipeline metrics.

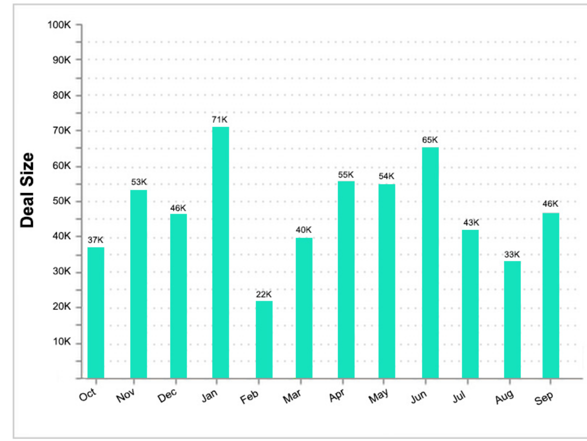
Opportunities Created by Rep



Win Percentage



Average Size of Closed Deals



Opportunities Created by Rep

How many opportunities are your sales development reps (SDRs) creating? Knowing which SDRs are best at sourcing opportunities can help you identify which reps may have the skills to become full-time closers. If a rep isn't creating enough opportunities, then you can put on your sleuthing hat and discover whether it's being motivated by the rep's activities, lead velocity, overall lead quality or a variety of other issues.

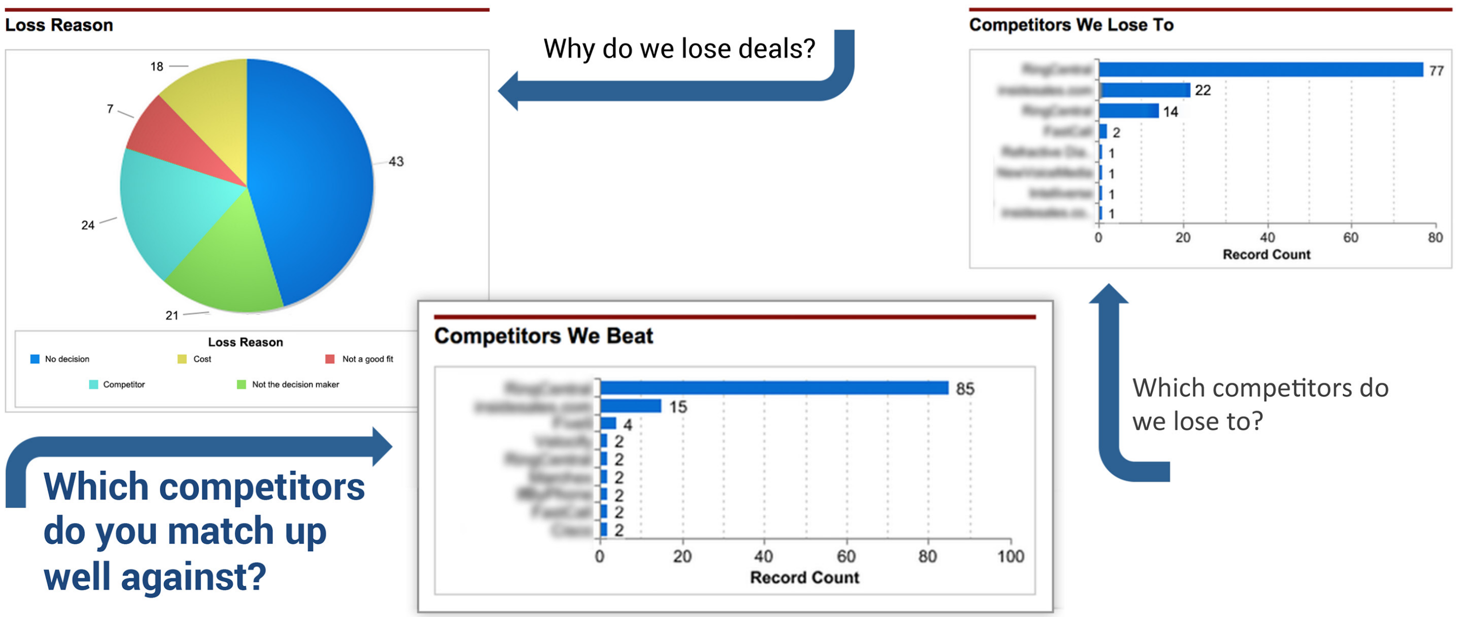
Opportunity Win Percentage

Remember that just because an SDR is creating a lot of opportunities, it doesn't mean all those opportunities are viable. It pays to not only measure which account executives are best at closing opportunities, but also which SDRs are sourcing opportunities that convert. This can help you identify whether certain SDRs need additional guidance in how to source viable opportunities for your quota-carrying salespeople.

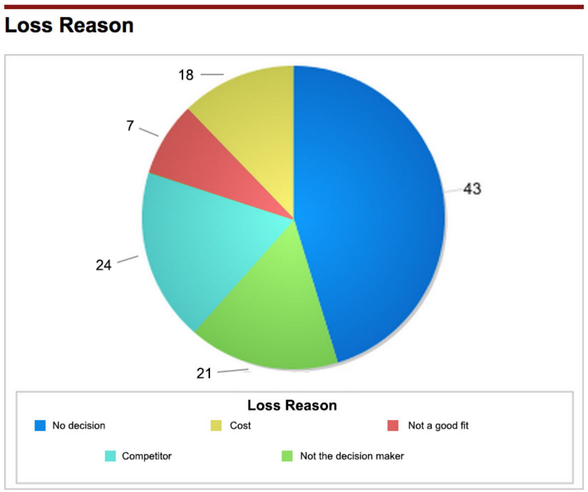
Average Size of Closed Deals

Once deals do close, it's important to monitor the average size of those deals. This enables you to identify monthly and quarterly trends, as well as associate larger deal sizes with specific promotions, conferences or campaigns. If you notice that deal sizes are dropping, you can delve in deeper to investigate whether SDRs are doing a good enough job of sourcing high-quality opportunities.

05 DASHBOARD 5: COMPETITION & WON/LOSS

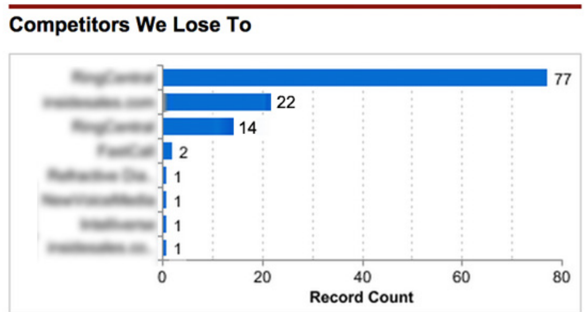


Even the best sales organization on the planet isn't going to win every deal. But by monitoring which competitors you are losing deals to, as well as why deals don't close, you can devise strategies to win more deals. This dashboard gives you the insight you need to strategize how to win more deals than ever before.



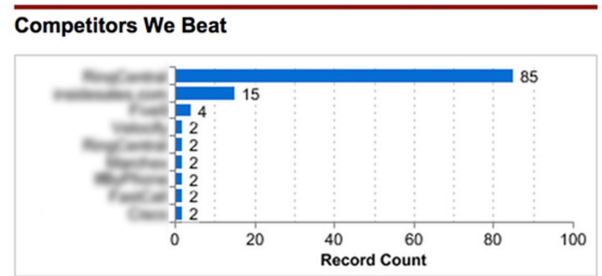
Loss Reason

For every closed/lost opportunity, sales managers should be tracking the reason those opportunities didn't close, whether it is due to price, role change, competitor, technical incompatibility, or other issues. Learning from past losses enables you pivot in ways that will help you win more deals in the future.



Competitors We Lose To

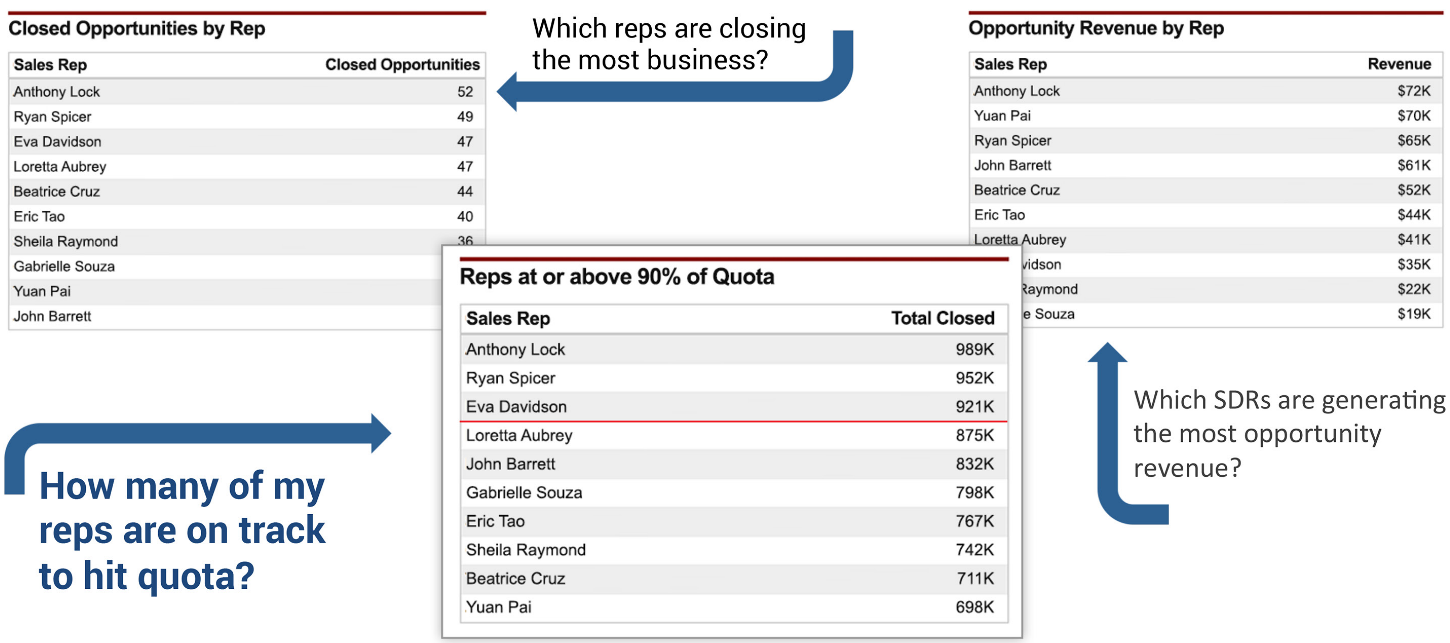
You should always be aware of specific companies your reps are losing deals to. If you're losing a lot of deals to a particular competitor, the first question to ask is if they are beating your company in terms of pricing, feature set or implementation time. If they do have a discernable advantage in any of these areas, you can work with marketers to create content that highlights ways that you are better than specific competitors.



Competitors We Beat

Does your company match well against particular competitors? Tracking which competitors you are consistently beating can indicate additional opportunities for your prospectors to hone in on. If you do well against a specific competitor, your reps could search social media sites for signals that any of their current customers are dissatisfied. If so, it could indicate a good opportunity to reach out.

06 DASHBOARD 6: SALES LEADERBOARD



A sales leaderboard may be the most important of all sales dashboards, since it empowers salespeople to gauge their own performance against their colleagues. By nature, sales is a competitive field, and salespeople (at least good ones) tend to be competitive people. When salespeople see that other reps are qualifying more leads, creating more opportunities or winning more revenue, it can inspire them to kick their efforts into overdrive.

Closed Opportunities by Rep

Sales Rep	Closed Opportunities
Anthony Lock	52
Ryan Spicer	49
Eva Davidson	47
Loretta Aubrey	47
Beatrice Cruz	44
Eric Tao	40
Sheila Raymond	36
Gabrielle Souza	32
Yuan Pai	30
John Barrett	29

Closed/Won Opportunities by Rep

You should always know which of your reps are closing the most business. Tracking closed/won opportunities in real time not only tells you which reps are all-stars and which are lagging, but it also shows you what's possible. Knowing how many deals top reps are closing gives you insight into how aggressive your sales quotas should be.

Reps at or above 90% of Quota

Sales Rep	Total Closed
Anthony Lock	989K
Ryan Spicer	952K
Eva Davidson	921K
Loretta Aubrey	875K
John Barrett	832K
Gabrielle Souza	798K
Eric Tao	767K
Sheila Raymond	742K
Beatrice Cruz	711K
Yuan Pai	698K

Reps at or Above 90% Quota

How many reps are at or close to their sales goal? If your team is only hitting its overall numbers because of the efforts of a couple all-star reps, your team will be in an extremely vulnerable situation if one of those reps finds a new job. Also, if you notice that only a fraction of your reps are crushing it, then the onus is on you to determine whether territories and leads are being divided equally.

Opportunity Revenue by Rep

Sales Rep	Revenue
Anthony Lock	$72K
Yuan Pai	$70K
Ryan Spicer	$65K
John Barrett	$61K
Beatrice Cruz	$52K
Eric Tao	$44K
Loretta Aubrey	$41K
Eva Davidson	$35K
Sheila Raymond	$22K
Gabrielle Souza	$19K

Opportunity Revenue by Rep

Sure, you want to measure how many opportunities your SDRs are opening. But you also need to measure the quality of those opportunities. Are particular SDRs sourcing opportunities that result in more revenue than others? If so, you can drill into an individual rep's call performance metrics or even listen to call recordings in order to ascertain what those SDRs are doing to source better opportunities.

07

DASHBOARD 7: YOUR DREAM DASHBOARD

What's your dream dashboard? This quiz will help determine which sales metrics are most vital to your business.

The metrics you need to manage by will vary based on the size of your sales team, your core business drivers, your reps' activities, competitive landscape, industry and a host of other factors. The following questions are intended to help you discern the must-track metrics for your sales team.

Outbound Dials

The reps on my team are required or strongly encouraged to make a minimum number of outbound calls per day or per week.

☐ True ☐ False

Recommendations
If you checked **True**: You should be tracking your team's outbound dials. Make sure to add the dashlets **Outbound Activities by Rep (Last 30 Days)**, **Conversations Per Day** and **Outbound Calls vs. Goals**.

If you checked **False**: If your reps are making outbound calls and you haven't yet established benchmarks for how many prospects they should be dialing, this should be a top priority. Track **Outbound Dials per Day by Rep** as well as the outcome of those calls: **Conversations per Day**, **Dials to Conversations by Rep** and **Meetings Scheduled by Rep**. Are your efforts geared toward inbound sales and marketing? If so, consider using inbound sales metrics like **Lead Velocity Rate**, **Won Deals by Campaign** and **Lead Response Time**.

Outbound Emails

The reps on my team are required or encouraged to send a minimum number of emails per day.

☐ True ☐ False

Recommendations
If you checked **True**: You should be tracking your team's outbound emails. Make sure to add emails to the dashlet **Outbound Activities by Rep (Last 30 Days)**.

If you checked **False**: If your reps are primarily making outbound dials and not emails then you should just focus on tracking the outcome of those dials. Add **Conversations per Day**, **Dials to Conversations by Rep** and **Meetings Scheduled by Rep** to your dashboard.

Contact Attempts

I expect my sales reps to reach out to leads multiple times.

☐ True ☐ False

Recommendations
If you checked **True**: One of the best ways to power growth is to ensure that outbound reps reach out to leads multiple times. If you have an inbound sales team, it's equally important to ensure that reps are persistently following up with inbound leads. Be sure to add the **Average Contact Attempts Per Lead** dashlet.

If you checked **False**: We highly recommend that you encourage both outbound and inbound reps to follow up with leads multiple times. We encourage you to conduct an experiment in which you require your team to follow up more with leads multiple times. Monitor your results by tracking **Average Contact Attempts Per Lead** and see if it has a positive effect on your sales pipeline.

> *No matter how much time and effort you put into your marketing efforts, it's rendered utterly useless if you don't know the ultimate result of your work. Therefore, tracking Won Deals by Marketing Campaign is crucial. It takes the temperature of your marketing program, letting you know if your efforts are bringing in quality prospects that are ready to become customers. Hopefully you're doing it right and that temperature is red hot!*

Amanda Nelson
Director of Marketing, RingLead
RingLead.com
@amandalnelson

Scheduling appointments

Setting meetings or appointments is critical to my sales cycle.

☐ True ☐ False

Recommendations
If you checked **True**: Add the metric **Dials-to-Conversations by Rep** and **Meetings Scheduled by Rep** to your dashboard.

If you checked **False**: If you have really short sales cycles, or don't want to put too much emphasis on second-and-third sales meetings, you may wish to focus on metrics like **Lead Velocity Rate** and **Won Deals by Campaign**.

The most successful sales machines we've seen are obsessive about how they are faring in competitive situations. They track wins and losses all the way down to the rep level. Which reps fare better against which competitors? Which of their competitors' salespeople are eating their lunch? Who are the weak links on their competitors' teams? The point here is that the best sales teams go way past the standard win/loss analysis to make sure that crushing the competition becomes part of their sales DNA.

Peter Gracey
Author of *The Ultimate Inside Sales Prospecting and Management Success eBook*
CEO, QuotaFactory
QuotaFactory.com
@Peter_Gracey

Inbound Sales

The sales reps on my team take inbound calls and/or emails that result from marketing campaigns, ads or content.

☐ True ☐ False

Recommendations
If you checked **True**: It's vital to not only gauge whether your inbound sales reps are responding to leads fast enough, but also to track which marketing campaigns are driving sales. Likewise, it's vital to be aware of your company's lead velocity rate to ensure that reps have enough inbound leads to work. Track **Won Deals by Campaign** and **Lead Velocity Rate**!

If you checked **False**: You don't need an inbound sales dashboard. Focus on tracking outbound sales activities in **Dashboards 1 and 2**.

Lead Response Time

My reps are able to connect with at least 90% of inbound leads either at the moment they reach out, or within five minutes of the request.

☐ True ☐ False

Recommendations
If you checked **True**: You should focus on the outcomes of those conversations. Track **Meetings Scheduled by Rep**, **Opportunities Created by Rep** and **Opportunity Revenue per Rep**.

If you checked **False**: You could be losing out on valuable opportunities because reps aren't responding quickly enough. The **Time to Response** dashlet should be added to your dashboard immediately.

Opportunities

My company has sales cycles that can last days, weeks or months.

☐ True ☐ False

Recommendations
If you checked **True**: Tracking opportunity metrics gives powerful insight into where leads are getting stuck in your sales pipeline. Consider adding **Closed/Won Opportunities by Rep**, **Opportunity Revenue by Rep**, **Opportunities Created by Rep** and **Opportunity Win Percentage** to your dashboard.

If you checked **False**: You're likely not opening opportunities with contacts in Salesforce. If you have very short sales cycles, there may be no need to bring leads to an opportunity stage prior to close. You may wish to simply focus on generating volume and quality inbound with metrics such as **Lead Velocity Rate**.

Deal Size

My average deal size is highly variable.

☐ True ☐ False

Recommendations
If you checked **True**: You should add the **Average Size of Closed Deals** metric to your dashboard. This can help identify monthly and quarterly trends. Also check the average size of deals that your reps are closing. Some of your reps may be better at closing a lot of small deals, and others may be better at closing fewer but larger or much complex deals. Knowing this can help you segment your sales organization more effectively. Also make sure to track **Opportunity Revenue by Rep** to see which development reps are setting up those big deals.

If you checked **False**: Tracking deal size isn't going to be as important as tracking the sheer number of deals your reps are closing. Be sure to track **Closed/Won Deals by Rep** and **Won Deals by Campaign** in your dashboard.

Sales Role Specialization

I have my sales organization separated into sales development reps (prospectors/qualifiers) and account executives (closers).

☐ True ☐ False

Recommendations
If you checked **True**: Make sure that opportunity metrics such as **Closed/Won Opportunities by Rep**, **Opportunity Revenue by Rep**, **Opportunities Created by Rep** and **Opportunity Win Percentage** are added to your dashboard.

If you checked **False**: Key in on individual rep's activity metrics like **Outbound Activities by Rep (Last 30 Days)**, **Dials-to-Conversations by Rep**, **Meetings Scheduled by Rep**, **Conversations Per Day**, **Average Contact Attempts Per Lead** and **Outbound Calls vs. Goals.**

When it comes to sales metrics, you can't just focus on quantity. Pure numbers-driven quota will result in wasted time and bad calls. There needs to be a healthy balance between quantity and quality depending on your role in sales. Since the quality of the meeting has a direct relationship to the close ratio we need to start shifting more to quality and allow Marketing to handle the quantity.

John Barrows
Owner, Sales From the Streets
Author, *12 Guiding Principles to Sales Success*
jbarrows.com/blog
@JohnMBarrows

Quotas

The salespeople at my company have quotas that they are expected to hit.

☐ True ☐ False

Recommendations
If you checked **True**: You should know at all times how many reps are at least close to being on pace to reach their goal. Tracking which reps are at 90% of their goal creates an early warning system that can quickly identify when reps need additional coaching. Add the **Reps at or Above 90% of Quota** to your dashboard. Also add metrics that correspond with the activities your reps are engaged in so you can look for correlations between activities and reps that are making quota.

If you checked **False**: You likely know when reps are hitting revenue goals, but may lack visibility into why they are or aren't reaching those goals. We recommend that you take another look at activity and efficiency metrics, and then begin tracking those metrics. Know how many calls they are making and taking. Know how many emails they are sending. Know how many times they are following up with leads. Then, use those metrics to try to connect the dots between activity and outcomes so you can come up with benchmarks to use with your entire team.

Building a world-class sales team requires tracking both activity and efficiency metrics. You should know how many meaningful conversations your reps are having with customers, how many leads become opportunities and how many of those opportunities turn into revenue.

Howard Brown
Founder and CEO, RingDNA
RingDNA.com
@howardbrown

Competition

Our sales reps are routinely asked how we compare to competitors.

☐ True ☐ False

Recommendations
If you checked **True**: Like most companies, you have deal competitors. First and foremost, you should add a field in Salesforce to track deal competitors. Then you can build dashboards around which competitors you are winning and losing deals against. You can also track specific reasons why deals aren't closing. Track all the metrics in **Dashboard 6**.

If you checked **False**: If at least 10% of your deals are competitive, you need to start tracking them now. If less than 10% of your deals are competitive, at least start tracking the reasons that particular deals aren't closing. Consider implementing the **Loss Reason** dashlet.

Leaderboard

It's important that our sales culture foster a healthy sense of competition among our team.

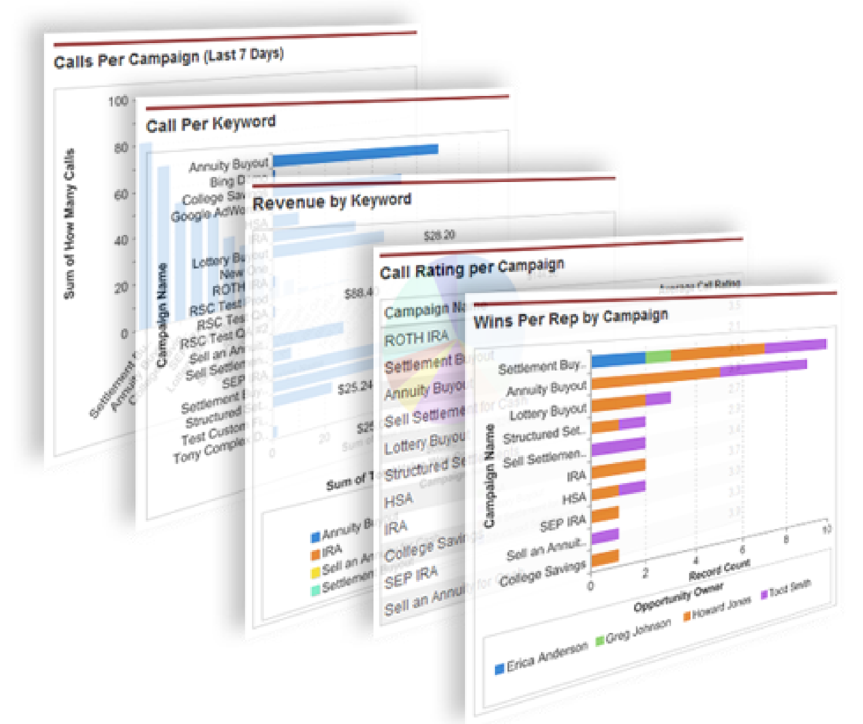
☐ True ☐ False

Recommendations
If you checked **True**: It's important for reps themselves to see how they are stacking up against other reps. A sales leaderboard is a great way to bolster your reps' spirit of competition. Add the dashlets **Closed/Won Opportunities by Rep** (for your closers) and **Opportunity Revenue by Rep** (for your SDRs) to your dashboard and make sure that reps themselves can view the data in real time.

If you checked **False**: Some sales managers prefer to focus on creative collaborative rather than competitive sales environments. One way to focus on bolstering sales collaboration is to not only award reps that close deals, but also sales development reps (SDRs) that are sourcing great opportunities for your quota-carrying salespeople. Tracking **Opportunities Created by Rep** will enable you to see which SDRs are creating the most opportunities and **Opportunity Revenue by Rep** will show which SDRs are creating the most valuable opportunities.

RingDNA Sales Acceleration Software

RingDNA is an inside sales acceleration engine that helps sales teams prioritize, connect with and convert more customers. In a world where 67% of sales reps don't make quota, we offer a complete inside sales engine that enables Salesforce customers to boost sales productivity and close deals faster, transforming sales reps into rockstars. Automated call metrics provide sales managers with deep insight into individual and team performance, while reps get critical insight into the prospect data they need when they need it.



Inside Sales Reps

- Connect with 300% more leads
- Gain 20% more selling time each month
- Close more deals

Inside Sales Managers

- Gain 100% visibility into reps' activities
- Make smarter revenue predictions
- Coach more reps into A-players

Start a Free Trial

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