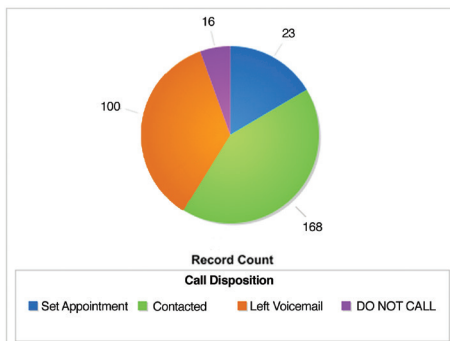


Nine Must-Track Call Metrics for Inside Sales Success

WHITEPAPER

RingDNA.com

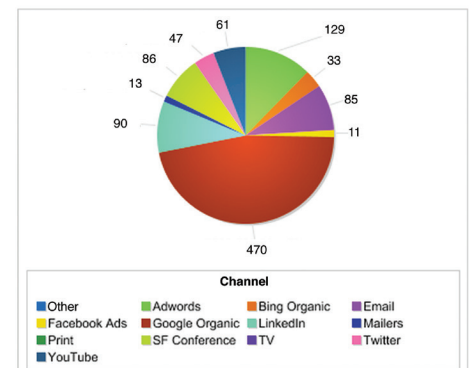
Call Disposition



Average Call Duration by Rep After Contact

Agent	Average Call Duration
Todd Hermann	11:35
James Sullivan	10:23
Mike Kowalski	9:18
Greg Johnson	7:43
Erica Anderson	6:01
Tracy Brown	5:56
Mike Kowalski	5:45
Jennifer James	4:54
Randall Boggs	4:14

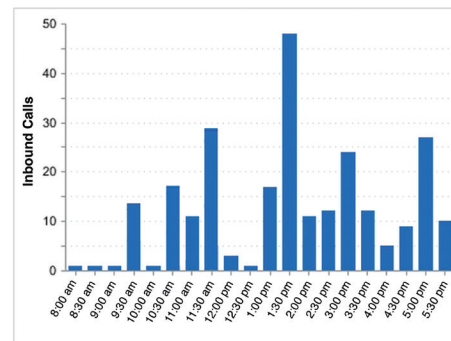
Calls by Channel



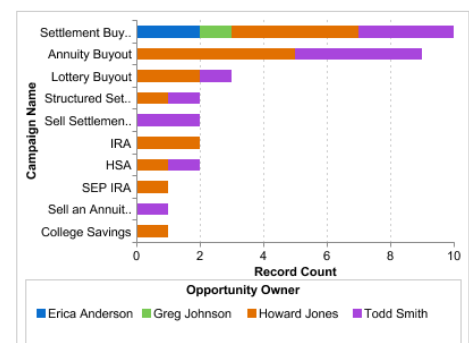
Call Connect Rate with Key Decision Makers (30 days)

Agent	Call Connect Rate
Erica Anderson	11%
Greg Johnson	9.4%
Howard Dalton	8.3%
Tracy Brown	7.8%
Todd Hermann	7.7%
Jennifer James	7.6%
Mike Kowalski	7.6%
James Sullivan	7.2%
Randall Boggs	7.2%

Inbound Calls by Time of Day (daily)



Wins Per Rep by Campaign



The Power of Data-Driven Sales Coaching

Imagine a swimming instructor who simply throws his students in the deep end of the pool and watches who floats and who drowns. It sounds irresponsible to say the least, yet that's exactly how many sales managers operate. When onboarding reps, companies set quotas that are sometimes—though not always—based on predictive business intelligence data. Then, after some amount of training, reps are turned loose: sink or swim.

Most inside sales managers only care about a single metric: how much revenue each rep is closing. The common view in sales organizations is that the positive reinforcement offered by incentives, mixed with the negative reinforcement from quotas, is enough to deliver desired results. As Alec Baldwin's character famously said in the film *Glengarry Glen Ross*, "First prize is a Cadillac El Dorado. Second prize is a set of steak knives. Third prize is you're fired."

But according to the most recent data, there are a lot of sales reps eligible for "third prize." In fact, according to The TAS Group's Dealmaker Index Global Sales Benchmark Study, 67% of sales reps do not attain individual quota.

**It's simply not
enough to sit back
and hope that
your reps hit their
revenue goals.**

In most cases, it's not that managers don't want their reps to succeed. Rather, most sales managers simply lack the real-time visibility to help their reps adjust tactics when necessary. Meeting sales goals requires more than a pep talk. But **by measuring the right key performance indicators (KPIs), sales managers can gather the data they need to coach their teams to success. And by tracking these metrics in Salesforce.com, managers can gain a real-time view of reps' activities, as well as the outcome of those activities.** As a result, inside sales managers can not only help more reps meet quota, but also enable every rep drive the maximum amount of revenue each quarter. This is vital, considering that a recent study by CSO Insights reveals that only 57% of companies hit their revenue targets.

This whitepaper focuses on nine crucial metrics that sales managers should track in order to gauge their team's performance. Each metric is described in detail, revealing why managers should be tracking each metric, as well as how managers can use each KPI to coach their teams to success.

Outbound Calls per Day by Rep

What is this metric?

This metric tracks how many calls individual reps make and take each day.

Why is this a must-track metric?

Assuming a manager is already tracking how much revenue an individual rep is driving each day, tracking call volume enables the manager to establish best practices for how many calls reps should be making and taking daily.

How to use this metric to drive success:

Much like average call duration, calls-per-day is a great team optimization metric. Though not always the case, sometimes getting home runs simply requires more at-bats. If top reps are taking more calls each day than the reps who are lagging, then a manager can set per-day quotas that require lagging reps to make or take more calls. Managers can also get even more granular by measuring how many inbound vs. outbound a rep is taking each day. If reps that make more outbound calls are delivering better results, it could require completely readjusting a sales strategy.

Quality Connects By Time of Day

What is this metric?

This measures the times during which reps make the highest number of quality outbound calls – for example, calls that result in appointments or sales.

Why is this a must-track metric?

In B2B sales prospecting, it's vital to know when key decision makers are most likely to be available. Tracking which times of the day and days of the week result in the most booked appointments can help managers identify windows for success. During those call windows, reps should power through their calling lists as quickly as possible in order to book the greatest number of appointments with key decision makers.

How to use this metric to drive success:

An MIT study revealed that calling leads during 4-6pm on Wednesdays and Thursdays offers the greatest chances to make contact with a lead. The same study identified that 11am-2pm is the worst time window to try to engage leads. This makes sense given that executives are likely to be harder to reach during lunch hours, and might be more open to sales conversations as their workday winds down. The best time to dial high-level leads might even be after regular work hours, when admins have gone home for the day. Depending on your industry, the ideal outbound calling windows might vary. By tracking this metric, managers can work with reps to build a prospecting strategy that maximizes engagement.

With RingDNA, sales reps can log each call's disposition or outcome with a single click, in order to keep track of which calls resulted in appointments. Managers can then create time-based reports based on these disposition metrics that can identify the best time windows for outbound prospecting.

Average Call Disposition

What is this metric?

This metric shows the outcome of calls in percentages. For example, what percentage of calls are getting transferred to voicemail, reaching busy signals or ending in meaningful conversations?

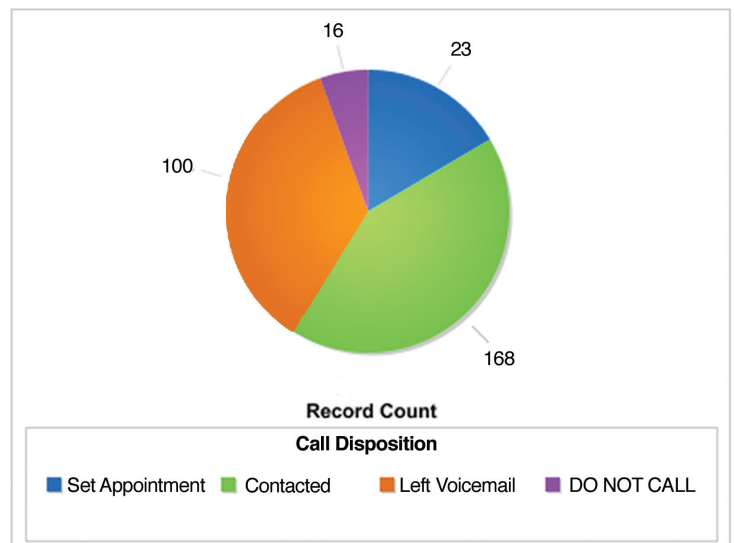
Why is this a must-track metric?

When leads are well-qualified, disposition metrics can help benchmark sales reps' ability to nail down appointments and open the door to follow-up activities. However, if too many calls are resulting in disconnected numbers, voicemails or busy signals rather than conversations, then it's a sign that there may be issues with the data source for those leads.

Reps should be generating roughly 41 opportunities per 1,000 outbound calls.

AG Salesworks and Bridgegroup

Call Disposition



How to use this metric to drive success:

As a best practice, sales managers should have their reps log the outcome (also known as disposition) of every call in their CRM. That way, managers can pull reports to see the percentage of calls that result in voicemails, transfers and actual conversations. A study from AG Salesworks and Bridgegroup estimates that reps should be generating roughly 41 opportunities per 1,000 outbound calls. If a rep isn't getting desired results, a call disposition dashboard could reveal that a rep is simply not having enough conversations, rather than the wrong conversations. RingDNA enables sales managers to create a customizable list of call dispositions that reps can select with a single click following each call. That way, every call outcome is automatically saved in Salesforce.com.

Call Connect Rate with Key Decision Makers

What is this metric?

This metric calculates the percentage of calls connected with key decision makers such as C-level executives and VPs.










Why is this a must track metric?

This metric can be an excellent gauge of your reps' performance. High performing sales reps can access key players 60% of the time, while poor performing reps access key players less than 40% of the time (TAS Group). It's also vital for managers to know which reps have what it takes to sell to the C-Suite.

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TAS Group

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How to use this metric to drive success:

While there are several ways to gauge reps' ability to connect with key decision makers, one that is particularly effective is to pass reps outbound call-down lists segmented by role. Have Marketing or a lead generation specialist on your sales team generate a list entirely composed of key decision makers. Then, monitor in your CRM the percentage of decision makers that reps are able to start conversations with.

Another way to gauge reps' ability to connect with key decision makers is by using call outcome metrics. Sales enablement software can automate this process, allowing reps to automatically log calls that connect with key decision makers as a call disposition in their CRM. By logging the disposition of those outbound calls, managers can monitor which reps are best at selling to the C-Suite.

Average Call Duration by Rep After Contact

What is this metric?

When a rep makes an outbound call that connects with a lead, or when a lead calls in, this metric measures the average length of those calls.










Why is this a must-track metric?

What's the perfect length of a sales call? It can vary based on the type and complexity of the product being sold. However, by examining the average call duration by rep, sales managers can help benchmark whether underperforming reps are spending too much time with the wrong leads, or not enough time with the right ones.

How to use this metric to drive success:

Tracking average call duration by rep can help sales managers identify opportunities for reps to refine their pitch. Imagine that your star sales rep spends an average of 12 minutes speaking to leads, but your reps who aren't hitting quota are spending an average of 20-30% longer on every conversation. This indicates that your underperforming reps are likely spending too much time on every call. Perhaps they need to condense their pitch, or perhaps they need to gain a better understanding of customer pain points and how to solve them. According to research from The TAS Group, only 61% of sales reps report feeling secure in their ability to understand customer problems. A manager could then listen to call recordings or sit in on sales calls in order to coach reps on how to address pain points in a quicker, more effective manner. Of course, the opposite could also be true: underperforming reps might not be spending enough time with customers. Call duration metrics can help managers find the ideal length for sales calls.

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Average Calls Per Sale

What is this metric?

This metric measures the average number of calls with a prospect prior to a deal closing.

Why is this a must-track metric?

A survey by the National Sales Executive Association reveals that 80% of deals requires 5-12 calls to close. Yet many leads don't receive more than a call or two. However, calling too often can alienate leads. Tracking the average calls per closed deal lets you formulate best-practices for how many times reps should be calling a particular lead.

How to use this metric to drive success:

If deals that close are receiving more touches than deals that aren't, then it's vital to make sure that prospects receive the correct amount of attention from your sales team. Likewise, you can encourage reps who aren't hitting quota to reach out to leads that they might have given up on. Increased persistence might pay off in the long run, enabling your team to close more deals.

Inbound Calls from Marketing Campaigns

What is this metric?

This metric measures how many inbound calls result from a marketing campaign such as a television ad, email blast, AdWords campaign or direct mailing.

Why is this a must-track metric?

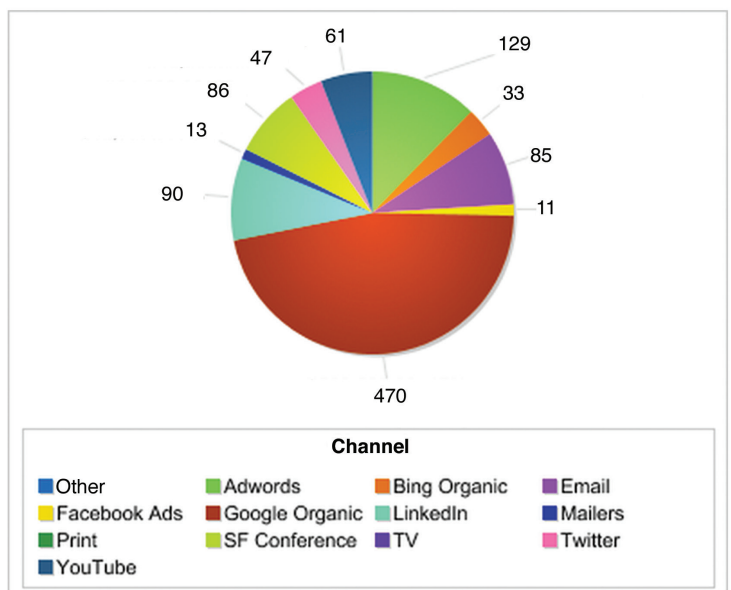
Nothing clogs up a company's revenue funnel faster than when sales and marketing teams are not properly aligned. And while it is vital to measure how much revenue a marketing campaign is driving, it's also important to see its overall effect on call volume. Imagine that a travel company has a television ad and a direct mailing campaign. Let's assume that, by using a CRM-based call tracking system, the travel company was able to determine that they generated roughly the

same amount of revenue. However, the commercial generated twice as many calls as the direct mailing. A sales manager could take this data to Marketing and prove that the direct mailing was generating far more qualified leads.

How to use this metric to drive success:

Marketers should be investing in campaigns that drive the best leads, not the most leads. Tracking calls per campaign can help keep marketers aware of the effect that campaigns have on an inside sales team. A sales manager has the best chance of hitting revenue goals when working with Marketing to continuously optimize lead quality.

Calls by Channel



Inbound Calls by Time of Day

What is this metric?

This metric tracks the volume of inbound calls that come in throughout the day.

Why is this a must-track metric?

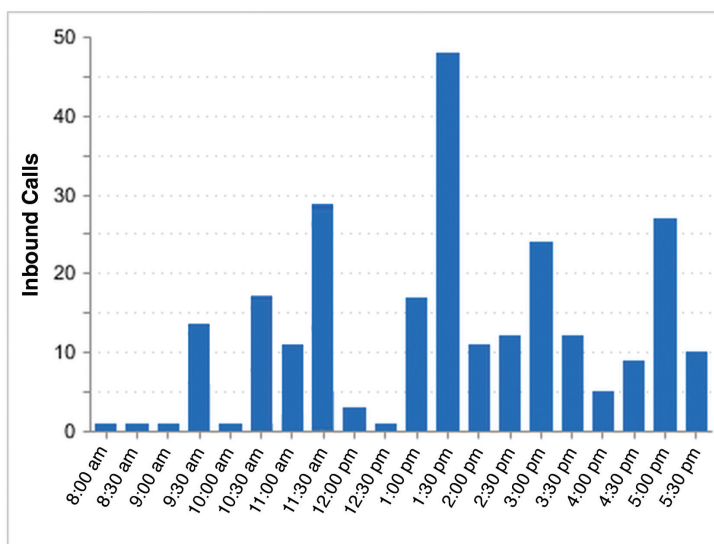
Knowing which times of the day to expect the largest amount of inbound calls can help managers ensure that there are always enough reps available.

How to use this metric to drive success:

Predicting inbound call spikes can help managers to optimize human resources. For example, suppose that a business receives the majority of inbound calls between 1-4pm. Extra part-time sales reps could be brought in to handle call volume during that time window. Or suppose that a business actually receives a lot of inbound calls after business hours.

This could inspire management to either extend business hours, or outsource after-hours calls to a 24-hour call center.

Inbound Calls by Time of Day (daily)



Average Lead Response Time

What is this metric?

This metric tabulates the average time it takes sales reps to follow up with leads who have demonstrated demand that meets pre-established criteria.

Why is this a must-track metric?

Reps should not only be following up with every viable lead, but following up as quickly as possible. A *Harvard Business Review* study shows that responding to a lead's query within an hour makes sales reps seven times more likely to have a meaningful conversation than waiting another hour, and 60 times more likely than waiting a day.

How to use this metric to drive success:

First, work with Marketing to establish in-depth criteria dictating when leads should be followed up with. For example, a business might decide that filling out a webform, sending an inquiry email and leaving a voicemail are all demand signals that require immediate follow-up from Sales. However, many successful sales teams have gone even further by giving sales reps access to marketing automation data. Marketing automation platforms can help sales reps predict the perfect time for follow-up based on a wide range of activities such as watching webinars, downloading whitepapers, reading blogs and more. The fact is that sales reps often need help qualifying and prioritizing leads. Only 59% of reps are viewed by their organization as being effective at qualifying leads, while high performing reps are 250% better at qualifying leads than their coworkers (TAS Group).

Tracking call metrics like lead response time, average calls per sale, call duration and more keeps managers agile and empowers them to consistently optimize their inside sales team's success. That's why it's so important to use a tool like RingDNA to track call metrics, in real-time, in Salesforce.com.

About RingDNA

RingDNA empowers businesses to reimagine telephony by providing web and mobile apps that connect the business phone to CRM, social media, ad sources and other rich sources of enterprise contextual data. RingDNA's cloud-based solutions enable companies to make better use of sales time, invest marketing spend more effectively and provide every customer with an optimal experience.

RingDNA's apps for inside sales transcend traditional VoIP solutions by focusing squarely on the needs of sales reps and managers. Sales calls are smarter thanks to the delivery of contextual data from Salesforce.com, LinkedIn, Twitter, Facebook and more before, during and after calls. Individual reps are made more productive through sales automation tools. Sales managers utilize a variety of key performance indicators (KPIs) that enable better forecasting and more effective coaching. With the real-time visibility offered by RingDNA, managers can reward successful sales performance, as well as identify key areas for optimization and growth.

Contact Us

Visit us online: RingDNA.com

Call us: 866.513.5862

yes - this is a
call tracking number!

