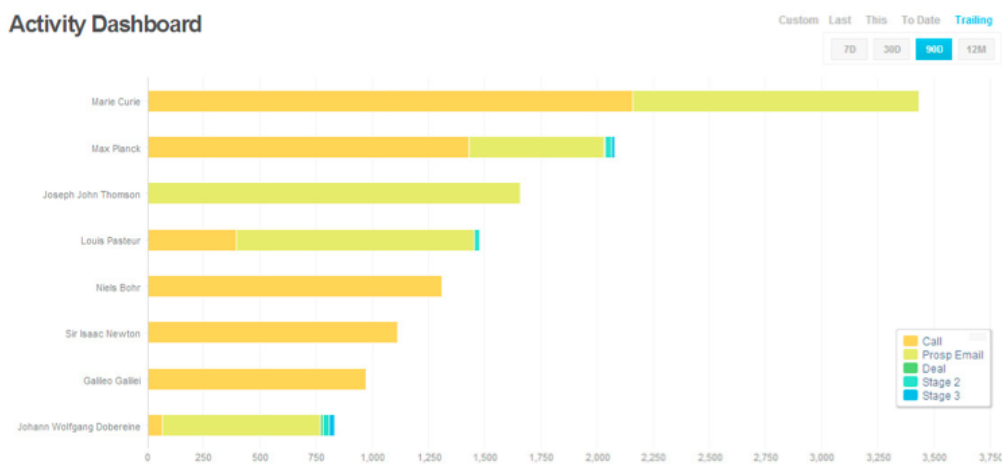


Number of Activities



The Metric

Number of activities (e.g. dials, emails) your reps performed in a given time period.

What it tells you

Are your reps taking the necessary steps to help you hit your number? How many dials, connects and appointments did each of your reps perform in a given time period?

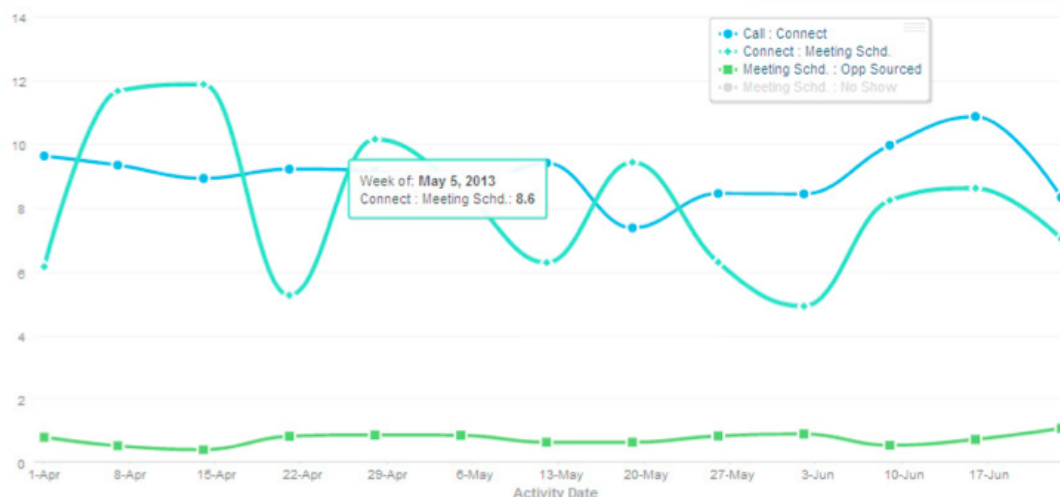
Sales Activity Efficiency Ratios

What is the efficiency of our recent activity?

Activity ratios using activity date

Custom Last This To Date Trailing

04/01/2013 – 06/28/2013



The Metric

Ratios of “Calls: Connects,” Connects : Meetings,” Meetings Scheduled : Opportunities Sourced.”

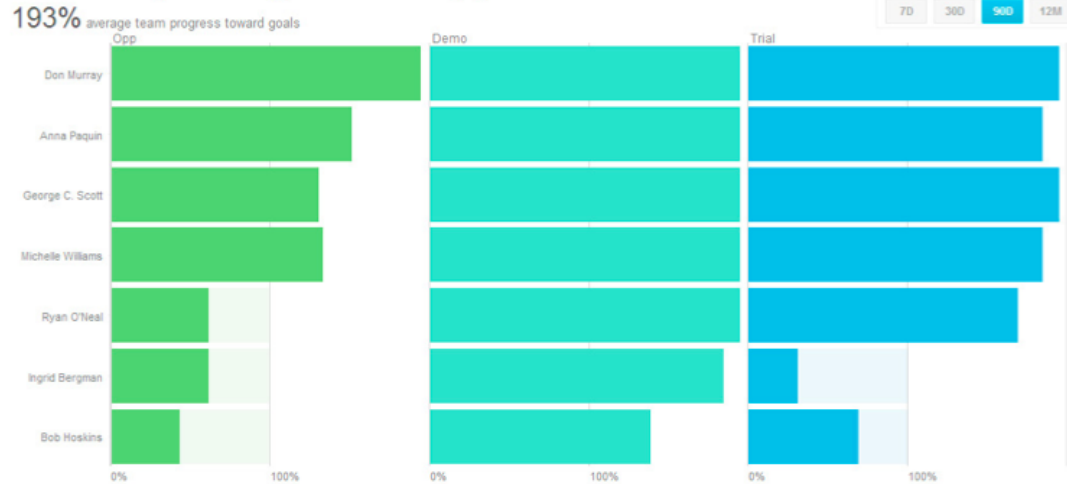
What it tells you

How effective are your reps’ activities at leading to opportunities and deals? While measuring the number of activities your reps perform gives you a baseline understanding of their effort and productivity, tracking efficiency ratios is much more important because it shows you the downstream conversion rates of these activities, such as how many dials it takes your reps to source a single opportunity.

Another BA example

Activity Results vs. Activity Goals

How are we performing versus activity goals?



The Metric

Achievement of sales goals.

What it tells you

Are your reps meeting their goals? Your reps are not working in a vacuum – they are (or should be) performing against clearly defined goals. Measuring and displaying their results against these pre-established goals is the most reliable way to ensure that they hit your number.