

# KPIs

Proving your success

emple



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For any sales process, KPIs should serve as guiding lights in evaluating the success and effectiveness of your business strategies.

They transform raw data into valuable insights, allowing you to measure progress, identify trends, and make informed decisions. More than just numbers on a dashboard, they're the bridge between strategy and results, helping you track your performance, optimise your efforts, and align your business with its objectives.

## What are KPIs?

There are two important types of KPIs to understand.

Conversion KPIs are powerful leading indicators. Knowing the numbers that typically convert in each stage sets us up for scaling, as we can be confident that if we engage in marketing activity to acquire more leads, we can expect a specific and calculable return on investment.

Activity KPIs indicate how many sales activities the salespersons need to do on average in a given time period.

### Some important terms to understand

#### Sales Quotas

Sales quotas are the final outcomes we want our salesperson to achieve. Whilst they are invaluable, when it comes to performance management, they provide a 'rear view mirror' perspective, as they show only what has happened rather than tracking trends in advance.

#### Leading KPIs

Leading KPIs show us in advance whether targets will be met and we can rapidly take any action required to improve performance or outcomes if they are below benchmark.

Now completely aligned with KPIs, your reverse-engineered sales process provides a strategic guide, aligning actions with desired outcomes, fostering efficiency, and enhancing adaptability to buyer needs for optimal success.

Plus, you know exactly what you need to do to get there!

# The benefits of KPIs



Once you have a reverse engineered sales process, your KPIs are tangible and proven. This helps you to achieve even more benefits.

- **Strategic Alignment:** KPIs ensure that every action and effort is aligned with your business goals, keeping you team focused on what truly matters.
- **Performance Measurement:** KPIs provide clear benchmarks to measure the effectiveness of your strategies, offering insights into what's working and what needs improvement.
- **Informed Decision-Making:** KPIs turn raw data into actionable insights, empowering you to make informed decisions based on real-time information.
- **Efficiency Enhancement:** By tracking KPIs, you can identify bottlenecks and inefficiencies, allowing you to streamline processes and maximise productivity.
- **Goal Tracking:** KPIs act as your progress bar, helping you track your journey toward achieving specific objectives and milestones.
- **Accountability and Ownership:** Clearly defined KPIs assign responsibility, fostering a sense of ownership within the team and driving accountability.
- **Early Issue Detection:** KPIs act as an early warning system, highlighting deviations from desired outcomes, enabling you to address issues promptly.
- **Continuous Improvement:** KPI analysis guides continuous improvement efforts, ensuring that your strategies evolve in line with changing dynamics.
- **buyer-Centricity:** KPIs can reflect buyer satisfaction and engagement, helping you create strategies that resonate with your target audience.
- **Goal Celebration:** Meeting KPIs provides a sense of achievement, boosting team morale and reinforcing the value of your collective efforts.