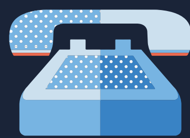
TOP 10 B2B SALES KPIs

To accurately track your business goals and progress, your organization needs to set KPIs (Key Performance Indicators) and track them regularly. Establishing these B2B Sales KPIs allows you to gain greater insights into your sales and support teams' performance, fine tune your sales funnels, and continue to set relevant goals.

Leads



(*Total, Contacted, Qualification Criteria*) How many potential customers have connected with your business via your website or other channels? How many of these have been contacted by your sales team? And, of those leads who have been contacted, what percentage are actual right fit prospects that your sales team will continue to work on?

Speed of Movement

How long does it take for one of your prospects to move from initial contact to first sale?

Stalled Prospects

Monitor the sales pipeline for prospects that have stalled, update lead probability scoring, and trigger a workflow to adjust the approach.

Customer Value

(*Total, One-time*) Track the average amount spent by each customer after their initial purchase. By factoring the costs of the sales process against the length of the relationship and resulting revenue, you can calculate your customer value.

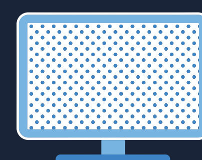
Customer Health Dashboards

(*Support Tickets, Enabling Sales Rep Awareness with Holistic Views*) Allow customer service representatives to access a single-screen view of any client's experience with your organization. At a glance, reps can recognize technical support tickets, license usage (for SaaS organizations), and other indicators of satisfaction levels.

Sales Rep Performance

Setting a definition for what constitutes success for your sales team is an important first step to evaluating performance of individual reps as well as teams broken down by region or product. You can evaluate the number of prospects contacted, subsequent leads converted to clients, speed of conversion, and client retention.

Touchpoints



(*Contracts, Documentations Exchanged*) Track and report results and insights gained from regular client check-ins, support contacts, and contract status with your internal teams.

Probability Scoring

Apply analytics to customer segments within your CRM platform to generate views that measure likelihood of retention or churn based on past experience with your sales or support teams.

Usage Data

Monitor customer logins and session lengths of individual licenses to confirm adoption levels for your services. Customers with low product engagement rates can then be contacted by sales or service representatives to verify satisfaction or schedule further training.

Customer Success/Post-Sales

(*Scoring, Identifying Opportunities to Upsell, Cross-Sell, and Intervene*) Display customers with high usage rates to sales teams to identify potential for cross-selling or upselling to additional services based on data trends.