Prodoscore™

5 Benefits of Assessing Sales Performance

Do you know how well your sales team performs?

While this may seem like a pretty basic question, the answer isn't always easy to quantify. Quota attainment is certainly one metric. But as a lagging indicator, its value as a management tool is somewhat limited. What if I were to tell you that another, timelier measurement tool exists that can deliver real-time insights into your sales team's engagement and productivity? If you are interested to learn more, continue reading …

Why Measure Sales Performance?

Some might not see the value in trying to better measure and understand sales performance. They might believe that good salespeople just figure out a way to close deals and achieve quota. There is some truth to this point. Great salespeople do find a way to close deals.

The challenge, however, is that not everyone is a star salesman. Given the high cost of hiring and training new employees, this approach might not be your best, most cost-effective strategy. Embedding performance measurement as part of your sales strategy can give you new insights that will help the rest of the team – thereby increasing your overall productivity and your company's profitability.

As one example, according to this **Harvard Business Review** article, companies with effective pipeline management and measurement strategy had a 15% higher average growth rate; those that mastered three specific pipeline practices saw a 28% higher revenue growth rate! These figures shouldn't be surprising. Time spent improving sales forecasting accuracy and team performance will naturally translate into strong rewards and a positive return on investment.

How Do You Get Started?

The first step to conducting a sales performance assessment is to adopt a mindset that investing time and effort into learning more about how your sales team performs will yield valuable information. This could come from better understanding your sales forecasts, improving pipeline accuracy, or understanding exactly what activities are performed regularly by every member on your sales team.

This process might also reveal shortcomings in how your team operated, which is actually quite common. What is most important, however, is to understand that these revelations can be used to make a positive future impact. This is not a "blame game," but rather, an honest evaluation of how to improve overall productivity - a game where everyone can be a winner!

Given the high percentage of sales professionals that work remotely, it might be beneficial to gain a better understanding of how they spend their day. With this knowledge can come new insights yielding greater productivity, profitability, and the opportunity to continue to advance in your career.

Avoid Complexity

I am a big fan of the **KISS principle**: Keep It Simple, Stupid. If you want to evaluate your team's performance, then it must be an easy process. Don't think you will have hours a week to do so, or that you will be able to manage this on an Excel spreadsheet. Apart from the high propensity for errors (88% of all spreadsheets have errors, according to this **Forbes article**), the complexity of trying to manually calculate a performance metric across an entire team is just too difficult.

With the adoption of cloud-based communication, collaboration and file sharing tools, it is easy to quickly assess the frequency and time invested in these activities. These insights combined with predictive analytics and machine learning algorithms can be quite revealing – providing a far more complete picture of workforce productivity than what was possible just a couple of years ago.

Prodoscore is one such offering. Every member of a sales team can quickly see their activity as a score, and how it compares to the rest of the team. This way everyone knows each other's productivity, which is a powerful incentive to avoid letting the team down.

Schedule Your Free Sales Assessment

Once you have identified a way to gain insights into workforce productivity – with a process that is easy to quantify, measure and understand – the next step is to aggregate this data to build a baseline of knowledge. A period of 90 days is all it takes to reveal a wealth of information that could increase future productivity. Artificial Intelligence and machine learning can reveal hidden trends to better forecast future behavior and activities, making an impact on the bottom line.

Here are five immediate insights you could gain from performing this type of sales assessment:

1. See the Productivity Level of Remote Workers

It isn't just remote workers that can be challenging to manage. If your team works on different floors, buildings or office, it can also be difficult to see a performance problem until it is too late. Gaining a new perspective from performance metrics collected automatically can have the same impact as an outsider or third party. As "unbiased" feedback, it can be very helpful to identify opportunities for improvement. Sharing standardized performance metrics that are easily understood by others is a great strategy to better manage a distributed or remote sales team.

2. Understand Adoption Rates of New Cloud-based Business Tools

The cloud has now come of age. Research findings published by **IDC** indicate that 77% of all enterprises have at least one application running on the cloud. Given the significant level of investment in this technology, a disturbing trend is that many software licenses go unused. Insufficient tracking mechanisms result in underutilization and low adoption rates. A sales performance assessment can give you the visibility to see exactly who is using what application, and for how long, to give you the intelligence to best evaluate and comply with corporate cloud computing strategies.

3. Identify at Risk Employees Before They Decide to Leave

In the same way that a sales forecast is an important tool to predict a pipeline's health, an attrition forecast indicating those salespeople most likely thinking of leaving the company could also be an extremely valuable tool – if they are a star performer. This is another example of the power of artificial intelligence and machine learning, and how it can be used to help improve performance.

4. Gain Visibility to Be a Better Sales Coach

It is very difficult to be a great mentor or coachif you lack accurate visibility into work performance. Real-time visibility into performance metrics can give you an amazing feedback loop to validate future ideas – or to disprove them – as a beneficial step on the journey to sales excellence. This data could be a great resource to share across your company.

5. Operate with Greater Intelligence for Process Improvement

How many times do you think something could work, but you don't have a realistic way to prove your hypothesis? In the world of data-driven decision making, it can be a hard sell to suggest a new strategy, messaging statement, or product without having the necessary data to support your suggestion. Similarly, if you can prove that the more time spent logging calls in a CRM application will lead to higher quota attainment, then the power of data-driven insights can be fantastic. Organizational power resides with those that have access to operations intelligence systems, to then put forward their agenda.

By now, it should be clear that there are many benefits of applying the scientific method to sales performance and improvement – benefits that might not have been intuitively apparent. The merits detailed above offer a lot of value to those organizations willing to invest the time and effort necessary to achieve and sustain high performance.

Take the First Step:
Do a Sales Performance Assessment

How much would you pay to gain visibility into your sales team's performance? Would it be worth 15 minutes of your time? If so, you are in luck – for a limited time – Prodoscore has launched a new complimentary service. It only takes about 15 minutes, and then you get a dashboard review to go over the findings with a Prodoscore expert.

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