

LEAN & SIX SIGMA-LIKE KPIs

FOR BEST RESULTS, THE VALUE BASED SALES METHODOLOGY MEASURES AND REPORTS THE FOLLOWING METRICS AND KPIS.

At Value Based, we believe the most important factor in sustaining results from Sales Enablement is defining and tracking KPIs and metrics for the following Value Based Sales Enablement components.

SALES METHODOLOGY

Create, formalize, deploy, and measure a sales process as the foundation of Sales Enablement for your sales team.

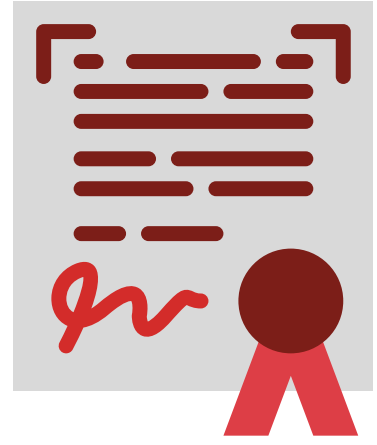
KPI Example: Quarterly tracking of sales process adoption and utilization rates to exceed 75% by year-end.



SALES BEST PRACTICES

Select, implement, and assess sales team competence in up to 33 Value Based Sales Best Practices/Processes.

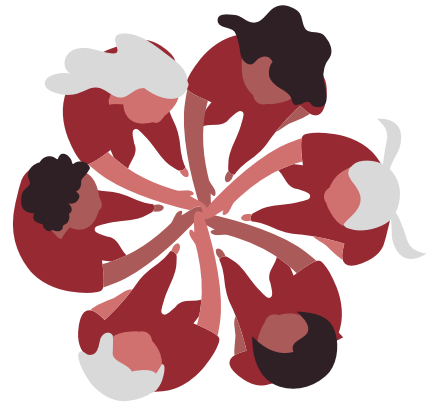
KPI Example: Sales team achieves a level of mastery in best practices/processes that increases and sustains their Lead-To-Close ratio by __%.



EMPLOYEE ASSETS

Find, recruit, onboard, and retain high-performing sales talent. In addition to traditional HR KPIs (e.g. employee retention rate), measure sales professionals in quota-achievement KPIs.

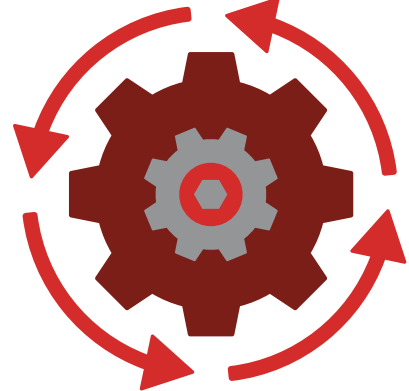
KPI Example: Cut quota-achieving ramp-up time for sales professionals up to 50%.



SALES ENABLEMENT TOOLS

Assure sales enablement success by reinforcing the 4P's with CRM, marketing automation, collaboration, and other technologies. Measure both qualitative and quantitative performance.

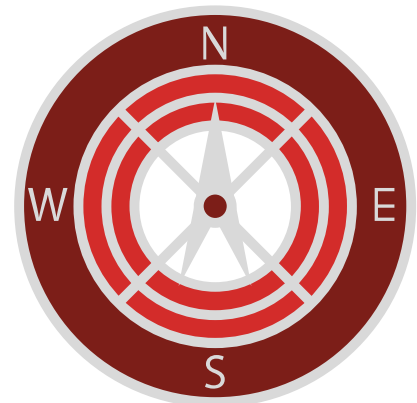
KPI Example: 80% adherence to formal sales process (without skipping steps).



TEAM ALIGNMENT

Assess the success of closed-loop (e.g. inquiry to sale rates) alignment of marketing and sales stages and activities.

KPI Example: Achieve a 70% success rate of tracking the lead source of each closed sale.



STRATEGY & TACTICS

Develop and implement brand and sales strategies and tactics that differentiate the value of your product/service apart from your competition.

KPI Example: Decrease competitive losses by 25% YR/YR.

