



# Tracking Your Progress

## Know What to Track and How

Most people are good at tracking their results but if you ever get off track, it's the lead indicators that will help you get back on track. In this eBook we give you all the information you need to know what to track to stay on course.

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## “If you aren’t keeping score, you’re just practicing.” Vince Lombardi – Head Coach, Green Bay Packers

Every action you take in sales is a learning experience. Learning from history is an essential part of continuous improvement. Evaluating what transpired and learning from the experience and making adjustments will help you get to your goals faster. On the other hand, people who do not take the time to evaluate historical activity and results, are destined to repeat it. Humans are creatures of habit. Without a good reason to change we will repeat the same behaviors and just keep doing what we are comfortable with. If you are not getting results, this can lead to disappointment.

Another mistake many salespeople make is failing to plan their calls. Quite often we just pick up our list or log on to the CRM and start dialing without planning the call or go to the meeting with some material to hand out or a presentation or demo and don’t take the time to plan the meeting. It doesn’t have to take a lot of time, but failing to plan will prevent you from being at the top of your game.

## Chapter 2

### Why Track?



Keeping up with the tracking systems is typically the salesperson's least favorite part of the job. How do you know you are performing at your best if you don't have the metrics to prove it and how will you know what to change to improve? You first need to know what you need to track. Sometimes salespeople resist because they are asked to track things without knowing if and how the data is relevant to them.

Would you ever play a sport or a game and not pay any attention to how close you are to winning? Of course not. The problem is this is typically the **only** thing salespeople track. If you were playing a game, you would also focus on the strategy and what you need to do (or happen) to get back on top. We think the answer is in doing more of what we have been doing. How do you know if you are not tracking the effectiveness of these things?



## ***Here's what you need to track:***

### ***Sales***

You most likely know where you are relative to your annual sales goal. It's important to “chunk down” your annual sales goal to monthly (and weekly if appropriate) amounts. If you are just tracking relative to a 12 month goal, there is always next month (or next quarter) if you have an off month or quarter.



You want to know where you stand every week or month in relation to these goals. By monitoring your progress weekly, you will know if you are falling behind in any given week and can make adjustments to get back on track. If you wait for 2 or 3 months to find out it will be harder to catch up and before long you may be in a position where catching up will not be possible without a change in strategy. Tracking your sales weekly and monthly will help keep you motivated. As you record your booked business, you will know the cash will follow.

#### **Closes**

Record your closes daily. Tracking your sales weekly and number of closes daily, you can compute at the end of the month your **dollars per close** ratio. This will enable you to determine the accuracy of your prediction for the number of closes you need. If the revenue from the deals you are getting is too small, you may need to evaluate your target markets or prospecting plan or increase the projection for the amount of closes.



#### **Proposals**

Track the number of proposals (or closing appointments) you give weekly. Tracking your weekly proposals you can calculate your **close rate** (number of closes per proposal). As you perfect your qualifying skill you will be able to increase this ratio to as high as 90% in some cases.

### ***First Appointments***

Track your first appointments weekly. Knowing your first appointments you can calculate your ***first appointment per close ratio***. Knowing how many closes you need to meet your goals, you then will know how many first meetings you need every week in order to meet your goals.

### ***Contacts***

Track your contacts daily. Tracking your daily contacts, you will know how many you have made by the end of the month. A contact is a conversation either on the phone or face to face or a returned email or text from a prospect who has expressed interest in what you sell. Knowing your monthly contacts you can calculate your ***contact conversion rate*** (the number of contacts per first meeting). Knowing how many first meetings you need to make your goals, you will also know how many weekly and monthly contacts you need to make.





## Chapter 2 What to Track



### ***Dials***

If you are cold calling or reaching out to people you don't know yet or haven't spoken with for a while, you should track your dials daily. This will enable you to calculate your monthly ***contact to dials ratio***.

Then you will know how many dials you need to make every day to meet your goals. This is very important because it helps you to focus on the behavior rather than the results.

Knowing that the sales profession is filled with rejection, it's easy to get discouraged. When you know how many dials you need to make to be successful, you can have a winning day every day as long as you make the dials regardless of the results.





### ***Leads***

Track your leads daily. Track your leads separately from each of your prospecting channels. Your time is valuable and you want to know what prospecting activities are producing results for you. That way you can make adjustments to your prospecting plan and do more of what is working and stop doing what is not. Tracking your leads daily you can calculate your ***lead conversion ratio*** (number of leads per first meeting). Knowing how many leads you need every week or month, you can set goals for the number of leads you want to get from each of your prospecting channels. This will prove to be a big help when you do your weekly planning.



## Chapter 3

### How to track



All of this information can be tracked daily on a simple spreadsheet. You most likely are already tracking a lot of things particularly if you are using a CRM (contact relationship management) program. Tracking this information does not replace the need and function of a CRM. At the same time tracking contacts, meetings and sales through a CRM does not necessarily provide you with the information you need. You need to be able to easily aggregate the data above so you can calculate and track the monthly ratios, and track your weekly activity and results to be sure you stay on track. This is likely to require some customization of your data input and reporting capability.

As you begin to track this data daily, it won't mean as much. You will need to do it consistently for at least 2 or 3 months before you can calculate the ratios. Once you have this data it will prove to be really valuable tools in making you efficient and helping you grow your sales faster.



At Our Sales Coach we work with business owners and select salespeople and guarantee their sales goals. We will help you develop a sales strategy and execute a sales process that makes sense for your business and provide coaching and training that ensures success.

*Contact us today for more ways we can help you fill your sales pipeline*

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