

# Sales Performance Dashboard

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When creating your *Sales Performance Dashboard* we recommend that you select both Leading Indicators and Performance Tracking measures that will be the most useful in helping you to exceed goals and maximize performance.

You will likely have other measures like pacing reports—those are necessary, but separate from Leading Indicators and Performance Tracking. We recommend you choose 4-6 measures for Leading Indicators and Performance Tracking.

- Leading Indicators are the activities that you know lead to performance.
- Performance Tracking metrics are the most important measures of success.

Some possible Sales Performance Dashboard measures are shown below.

## Performance Tracking

- ✓ Total revenue vs. budget
- ✓ Performance year-over-year
- ✓ Market Share
- ✓ Growth in Digital
- ✓ Digital as a percentage of total billing
- ✓ Targets activated
- ✓ Direct vs. Agency or Total Direct
- ✓ Target Account billing
- ✓ Number of active accounts
- ✓ Number of new accounts
- ✓ Average unit rate in prime dayparts
- ✓ Prime sellout percentage
- ✓ Revenue generated from Brainstorming
- ✓ Revenue generated from Marketing Strategy Model sessions
- ✓ Number of active Key Accounts
- ✓ Average Key Account expenditure
- ✓ Shares by Account

## Leading Indicators

- ✓ Number of No-Surprise Proposals
- ✓ Number of interviews completed
- ✓ Talent Bank status
- ✓ Sales Talent Interview Composite
- ✓ Field Days
- ✓ Individualized Focus Meetings
- ✓ Number of “Quality Calls” per seller each month
- ✓ Number of appointments with Key Accounts
- ✓ Seller turnover
- ✓ Needs Analysis Records with a quality Key Marketing Challenge
- ✓ 4P Success Stories created
- ✓ Brainstorming sessions facilitated
- ✓ Marketing Strategy Model sessions facilitated
- ✓ Completed and updated Individualized Management Plans