

# 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
- ✓ Targets activated
- ✓ Target Account billing
- ✓ Number of active accounts
- ✓ Number of new accounts
- ✓ Revenue generated from Brainstorming
- ✓ 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 Assignment
- ✓ 4P Success Stories created
- ✓ Brainstorming sessions facilitated
- ✓ Completed and updated Individualized Management Plans