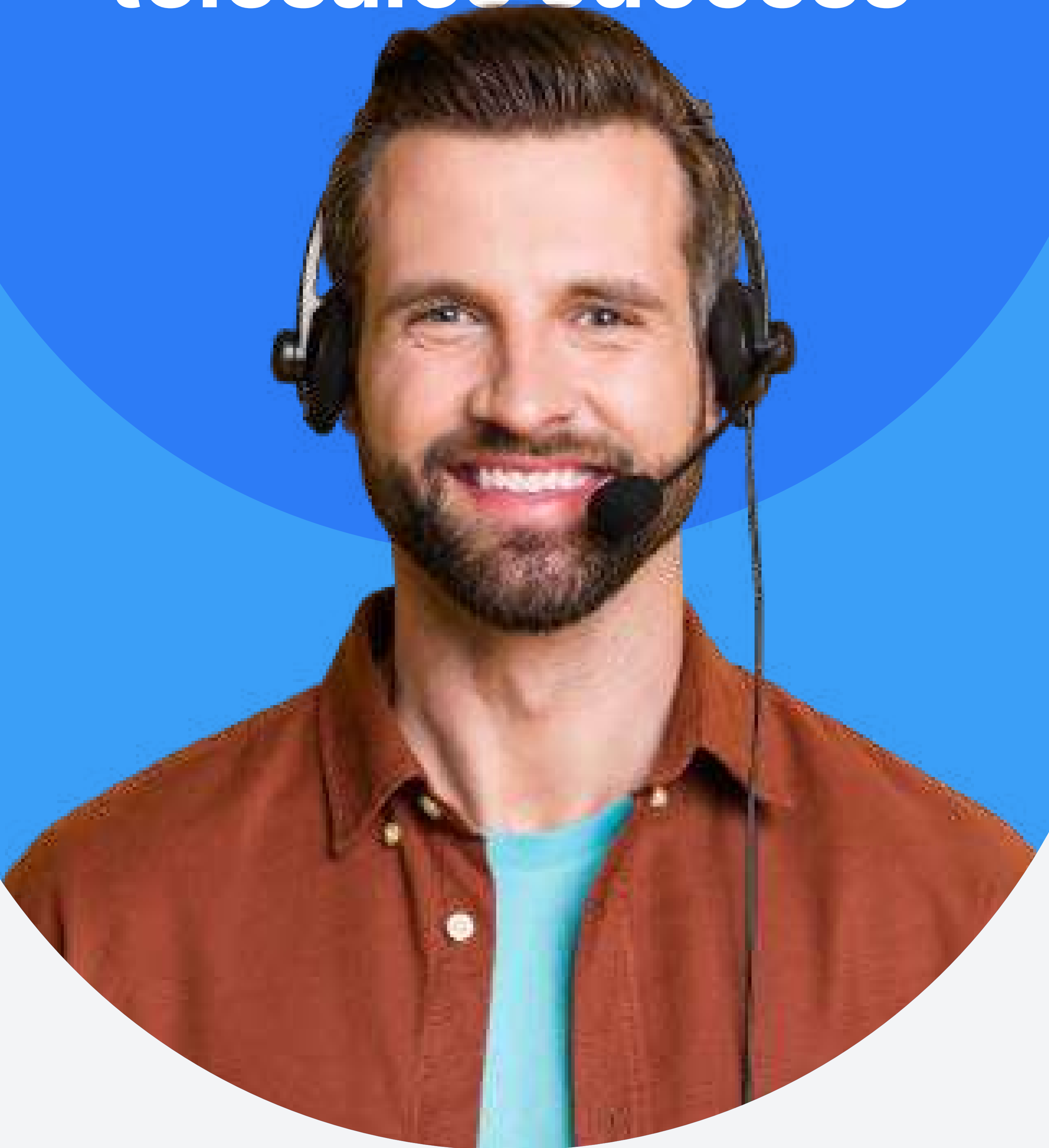




# KPIs to track for telesales success



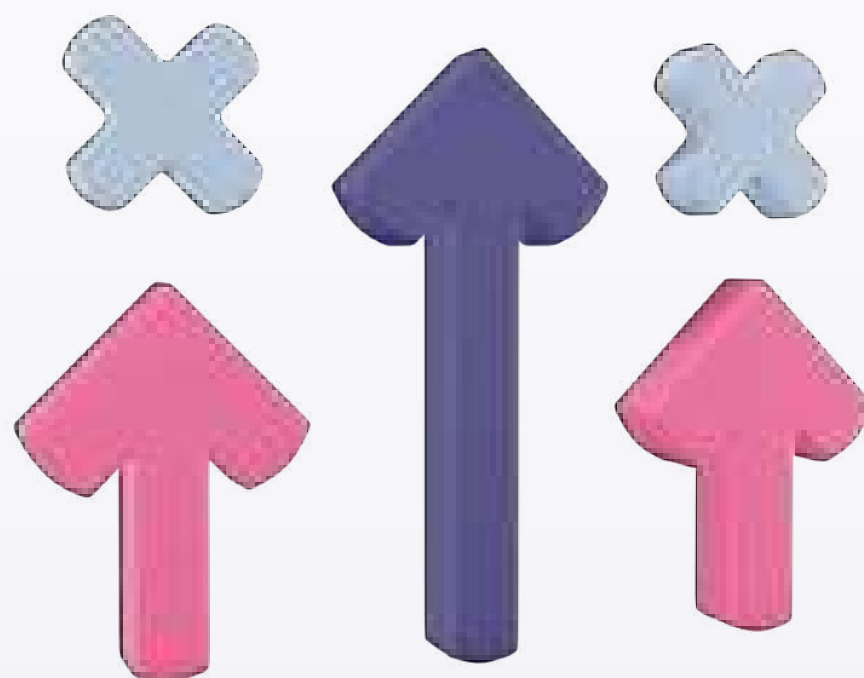
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# KPIs to track for telesales success

Sales representatives hate making cold calls, and business owners hate getting them. Why do we keep going through the process? Because cold calling can be effective when done correctly. Cold calls are one of the staples of the modern sales process, yet their future is unclear. In a world filled with artificial intelligence sales tools and advanced omnichannel marketing tactics, is there a place for cold calls?

Cold calling has been around as long as telephones have. Salespeople looking for opportunities to drum up business have spent years dialing prospective customers in the hopes that someone will pick up and let them talk past their introduction.

**And it's all in the spirit  
of growing a business.**



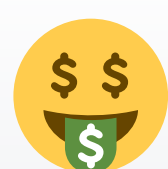
But the ones who make these cold calls are people. And more often than not, people on the receiving end are often rude and dismissive at best. Well, here are some challenges that your telesales reps face.



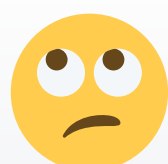
Disengaged owing to immense internal and external competition.



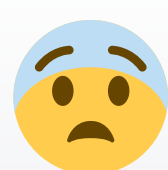
Not very loyal to the organization considering the # of competition companies.



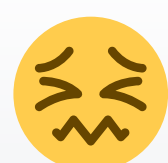
Can move from one company to the other if given a pay rise.



No job security.



Little peer interaction leading to unhealthy competition and immense stress to achieve targets.



Rely on Excel sheets to calculate commissions making it prone to errors and increases TAT.



Focus products and geographies change every month and hence the targets change every month.



Have erratic work schedules and night shifts.



Often cater to rude customers leading to low level of job satisfaction.

But, it is not just limited to the employees. Organizations that employ telesales teams also face a lot of challenges like:



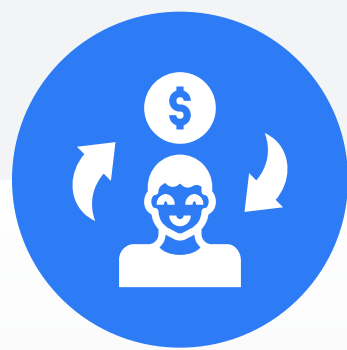
Large workforce scattered across geographies.



Disengaged owing to immense internal and external competition.



High attrition because of stressful nature of work.



Most telesales teams are third party employees.



Low level of control because of agency model.

Telesales is one of the most competitive industries regarding increasing sales, retaining customers, and optimizing sales reps performance metrics.

Telesales teams use key performance indicators (KPIs) to measure the activities and performance of their agents, and there are both plenty of them to choose from.

Here are the five best KPIs for organizations working with outbound telemarketing and telesales.

## But why are telesales metrics important?

It is important for your business to identify and track the best KPIs for your call center based on the outcome you want to achieve. Identifying and tracking KPIs should lead to improved telemarketing performance.



Logically, there is no point in spending time identifying KPIs and measuring them if they are not put to good use. It is important to look at multiple KPIs in the right context. Simply being aware of telesales KPIs is not enough.

But before that, some of the questions that you should answer to find the metrics that matter to you.

What are the most important telesales KPIs and outbound telesales metrics?



How can I visualize my telemarketing metrics on a call center KPI dashboard?



Which outbound call center performance metrics can motivate telesales agents?





## **Fundamentals** of motivating telesales agents

Here are five optimum KPIs for telesales teams. The idea is to inspire you in what to visualize and how to visualize it on the telesales performance dashboard. But first it is advisable that telesales teams go with a simple setup and to visualize the same set of data in different ways, to understand what works the best for them. The key is to keep the data realistic and measurable: the goal achievable and clearly defined.

It is a good idea to work with different timeframes and to break down the target into smaller sub-targets or work with a daily, weekly and monthly dashboard more commonly known as milestones.

The key is to benchmark the performance and measure on a daily, weekly and monthly basis. If you have a large business and are doing lots of calls, you can also consider hourly-based KPI tracking. And it is incredibly important to have a system in place to view correct data, in real time.

But before we get to how to measure, let us understand what to measure for a telesales team that performs consistently and is motivated. Well, that sounds like finding a unicorn. But it really isn't. Here's how.

# 5 KPIs to track for telesales teams

1

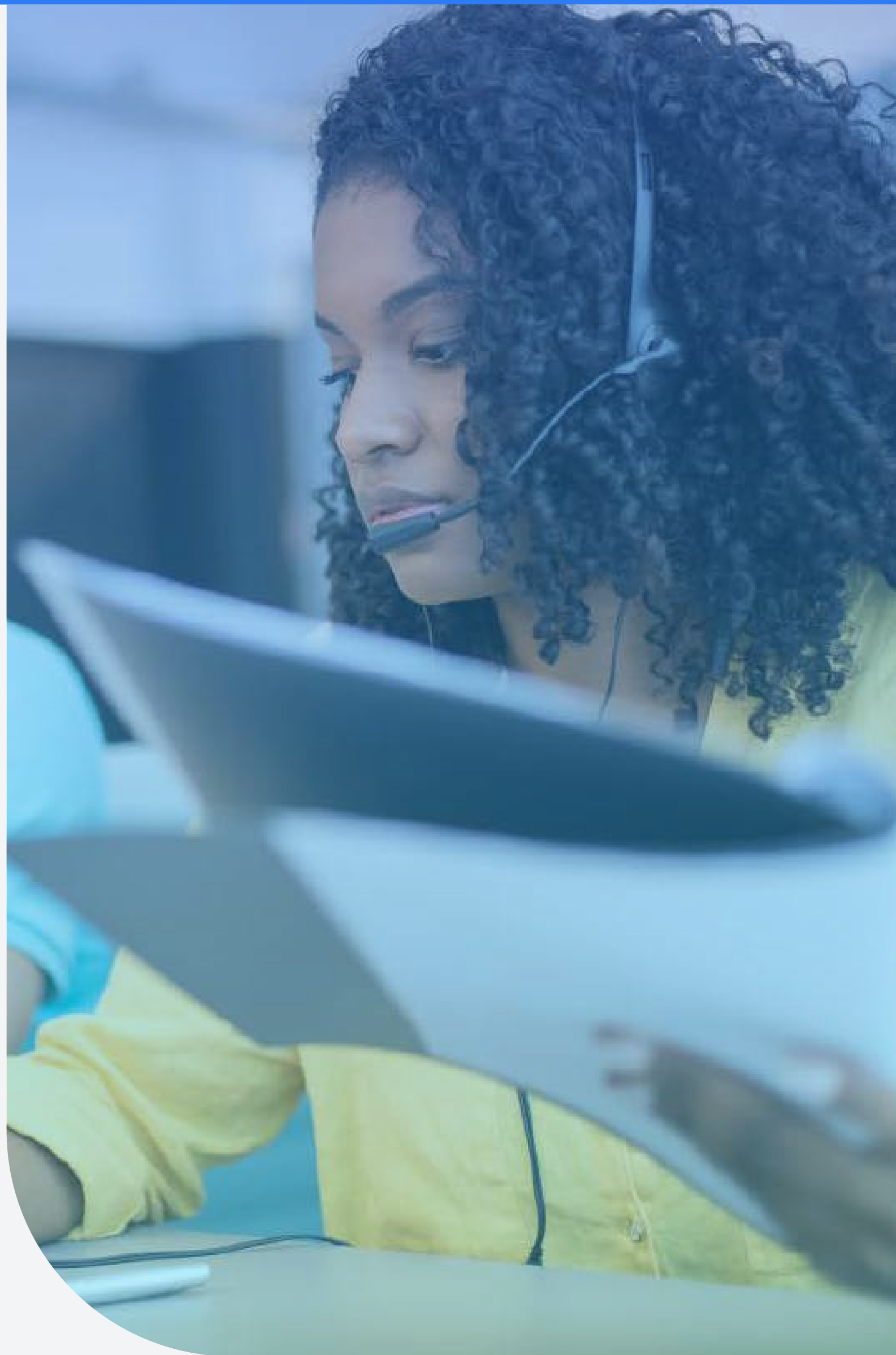
## Number of calls

This is obviously one of most important KPIs in telesales. But you'll need to know how many calls and how to count them. There are different outcomes of calls; for example, voicemail, dead number, receptionist and decision-maker (customer). You should take these outcomes into consideration: What outcome do you want to measure on?

### Key metrics

- ☐ Answered calls
- ☐ duration of answered calls
- ☐ number of calls made by each sales agent.

This is an absolute but you need to know calls are being made and how many. This tells you about the level of activity and momentum. Calls per sales agent define how often your agents are on a task. This will tell you the level of activity among your employees. This information can help you determine when it is important to motivate your teams with a sales contest.



## 2 Sales

Naturally, sales are also one of the absolutes. You can measure your sales vs. a target in order to motivate your sales agents. When assessing the success on this metric, you'll need to know how to measure this percentage; on a daily basis or monthly? However, the monthly target can seem a bit overwhelming at the beginning of the month. You may consider showing the daily progress and thereby create a better overview for your employees.

### Key metrics

- ☐ Renewal sales
- ☐ New sales

The most immediate statistic in telesales is to evaluate sales in absolute terms.



# 3

## Conversion

The Sales Conversion Rate metric measures the effectiveness of your telesales team at converting leads into new customers. However, this is a tricky one. The usual assumption for telesales teams is that most leads generated are from cold. That isn't always the case though as some may be leads generated via the website or a directory or some other source. However, if a generalized percentage of conversion is to be arrived at, a few factors are to be considered are :

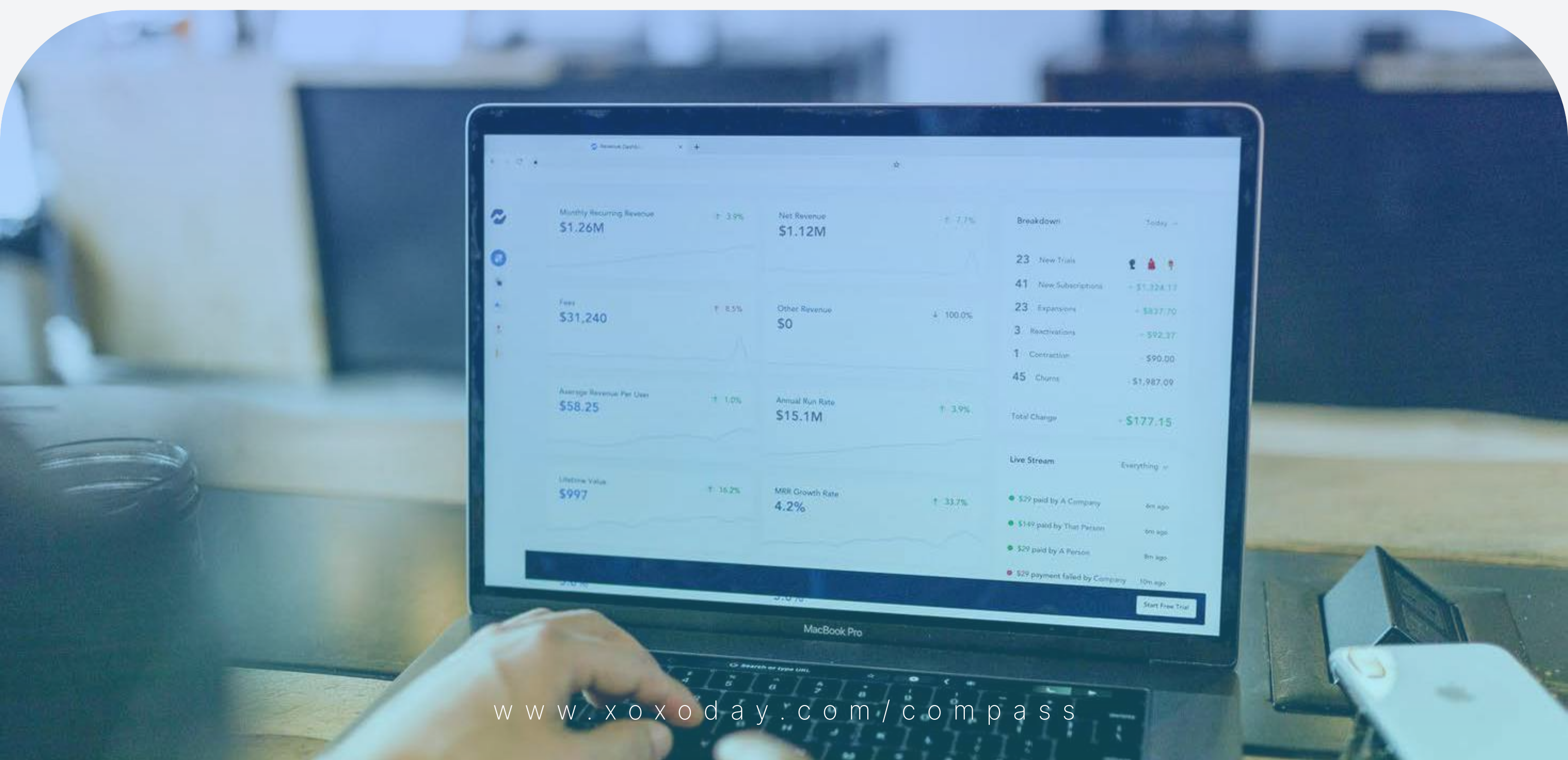
How speculative or warm is each appointment?

How compelling is your proposition to the prospect

### Key metrics

- Number of cold calls converted to warm calls
- Number of warm calls converted to hot calls
- Number of hot calls converted to clients

The questions will ultimately answer how good a telesales agent is at selling.



# 4

## Calls Per Results

Calls per results is a useful benchmark. It essentially determines how many calls it takes to get a result? This is the hit rate and can be used to define how successful the calls made by your telesales teams are. It is calculated by dividing the number of calls by the number of sales, appointments, answered calls, demos booked or an absolute metric of success.

### Key metrics

- ☐ Number of calls converted to warm calls
- ☐ Number of calls converted to hot calls
- ☐ Number of calls converted to clients

Calculating these ratios will help understand calls required to achieve different levels of success.



# 5

## Calls per hour

Calls are in some cases an absolute metric indicative of performance but not so much in the rest. It usually depends on the industry and what is of paramount importance for the business at this hour. Call rates in typically high value products or products with longer sales cycles are not as important as the quality. It depends on the business, services and marketplace.

You don't want lots of low quality short calls to CXOs in the Fortune 500 companies. Likewise, you don't want to see 5 calls per day to B2C customers. Benchmarking against past performance and outcomes should be considered for the real acid test.

### Key metrics

- ☐ Number of calls per hour per day
- ☐ Quality of calls per hour per day



# Bonus



## Brand awareness

Calculating brand awareness through telecalls is slightly intangible. However, if you are a new business or a new product in your marketplace, calling to introduce your services makes potential buyers aware of you. This makes it incredibly important that your telesales teams represent your business properly. The worst case scenario is brand reputation damage. You will struggle to reverse that. So, make sure callers represent your business in what they say, approach and tone. To measure this, you could run a survey over time or send out a lost sales questionnaire. However, telesales calls should enhance and not detract from brand reputation.



## Did you know that it takes 8 cold call attempts to reach a prospect?

Research shows that in 2007, it took an average of 3.68 attempts to reach a prospect. Today, it takes 8 attempts.

Cold calling can be tough and demotivating, so your employees need to be persistent and determined. But it can be hard to stay motivated if they reach a voicemail, a dead number or get rejected over and over again.

# This is where Compass helps.

Compass focuses on the underlying fact: Sales acceleration is about re-engaging with the telesales teams for enhanced accountability and performance by using levers that they crave for - meaningful and timely rewards, lucrative commission plans and instant payments.

Running contests isn't a novel concept. Managers have been rewarding top-performing employees with trips, tickets and dinners for decades. Who can blame them? Contests are a great way of grabbing attention and focusing your team towards a common target while creating an engaging and competitive atmosphere.

The logistics of running a contest, on the other hand, aren't as simple. You have to notify your team, create excitement, keep the contest top of mind, track and broadcast the standings. For many companies, this means whiteboards or Excel spreadsheets.





**That's exactly what Compass is built for.**

With Compass, you can select game templates from a plethora of options, define KPIs, and create logic with rules, variables, and conditions, without coding. Drive behaviors that power business results with engaging sales programs. Compass is an unorthodox product built for orthodox problems in the most orthodox function, sales.

With Compass, you can easily build logic with a number of variables where your only input is defining the variable and Compass will take care of your incentives no matter how complex. Apart from easy incentive calculation, Compass helps you motivate your sales reps with gamified sales contests with a library of templates to choose from. Compass is also created to handle complex tax implications across geographies and tax brackets, to enable seamless payouts. With real-time KPI dashboards, you can keep track of your agents' performance across geographies.

Motivating sales teams have been and will continue to be, effective ongoing management tools for organizations to improve performance. But with Compass, you won't have to worry about them at all.

**With Compass, create a culture of support,  
collaboration, and achievement.**

**Leverage the Compass advantage today!**

**Book A Demo**