

**10**

**INSIDE  
SALES  
METRICS  
THAT ACTUALLY  
WORK**

These 10 inside sales metrics work best when presented as questions. As an exercise, answer these questions regularly as a guide for measuring the effectiveness of your digital sales organization, and it will help you uncover levers you can pull to create meaningful impact.

## 1 SPEED TO LEAD

What's your speed-to-lead, or the average amount of time it takes reps to respond to a lead?

**TIP:**

Enforce immediate response to engage prospects [within 5 minutes](#) of their expressing interest for a **100X lift in connections** compared to responding after 30 minutes of interest.

## 2 PERSISTENCY

How persistent are reps at reaching out to prospects before they go cold?

**TIP:**

Make at least **7 call attempts** with new leads for [15% more connections](#) above baseline rates.

## 3 TIME BETWEEN ATTEMPTS

How long do you wait between the first and the second attempt to engage with leads?

**TIP:**

Contact prospects **at least every 1-2 business days** with a [minimum of 7 attempts](#) before enrolling them in an automated nurture campaign.

## 4 APPOINTMENTS-BOOKED RATE

What's your appointments-booked rate (How quickly do you schedule follow-up appointments after the first touch? (I.E. same day, next day, 2 days, 3 days, etc.)?)

**TIP:**

According to [Marketing Donut](#), **80% of deals take 5 follow-up calls**. Be persistent.

## 5 LEADS CONTACTED RATIO

What's the percentage of total leads your team actually contacts?

**TIP:**

If your contact ratio is 10%, that means on average 10 calls equals 1 contact. Increase *effective* efforts to bring up this ratio. **Contact a lead within five minutes** of expressed interest for a [100x higher contact rate](#).

## 6 RESCHEDULE RATE

How quickly do you reset canceled appointments and for what percentage of total canceled?

**TIP:**

Contact to reschedule as soon as possible to stay top of mind. Send a personalized video (like with Vidyard) to reschedule. The more **humanized and personalized** you can make your interactions, the more likely you are to get a response.

## 7 SALES CYCLE

What's your sales cycle length? What is the length of time it takes for an MQL to be closed/won?

**TIP:**

Track by **lead, list source, size of the company, offer type, and sales rep** to get an accurate view of your cycle. Shorter sales cycles mean closing deals faster. Automation can be a big help with that—what parts of your process can be automated?

## 8 PROSPECTING DAY AND TIME

Which days and times do reps cold call vs connect to prospects?

**TIP:**

Prospecting on **Mondays and Tuesdays between 8 AM and 11 AM** local time yield a **15% higher connection rate**. Reps tend to make 3x more attempts in the afternoon, but morning is where they are the most successful.

## 9 DIRECT DIALS

What is the **percentage of direct-dial phone numbers** your reps have access to?

**TIP:**

**41.2% of salespeople** reported that their phone is the most effective sales tool at their disposal. **Use a sales engagement tool** to gain access to an abundance of reliable, direct-dial phone numbers.

## 10 OPPORTUNITY PROGRESSION

How much time elapses before opportunities progress or change stages?

**TIP:**

If they haven't progressed in **14 business days**, you may consider them a long-term marketing lead instead of a qualified sales lead.

## How Playbooks Can Help

Strip out all the distractions, all the waste, the broken processes, the incomplete data, the inadequate training, and what are you left with?

### Guessing.

The way people behave and buy has changed forever, and with it so much of sales has been reduced to guessing—*who should you sell to; how should you engage; how quickly should you respond; how persistent should you be; what should you do next, etc.*

It's not as if there's a shortage of things to do; you can be as busy as ever. But it's just turned into being busy on the wrong things, instead of being busy selling.

Sales tech hasn't helped. Vendors still apply their solutions primarily to solving one narrow problem: productivity, which, by definition, is about getting you to do more.

That's the enemy, because you *can't* win by just doing more. It only gets you more of the same. You win by doing a lot **more of the right things**. You win by not guessing, but by selling.

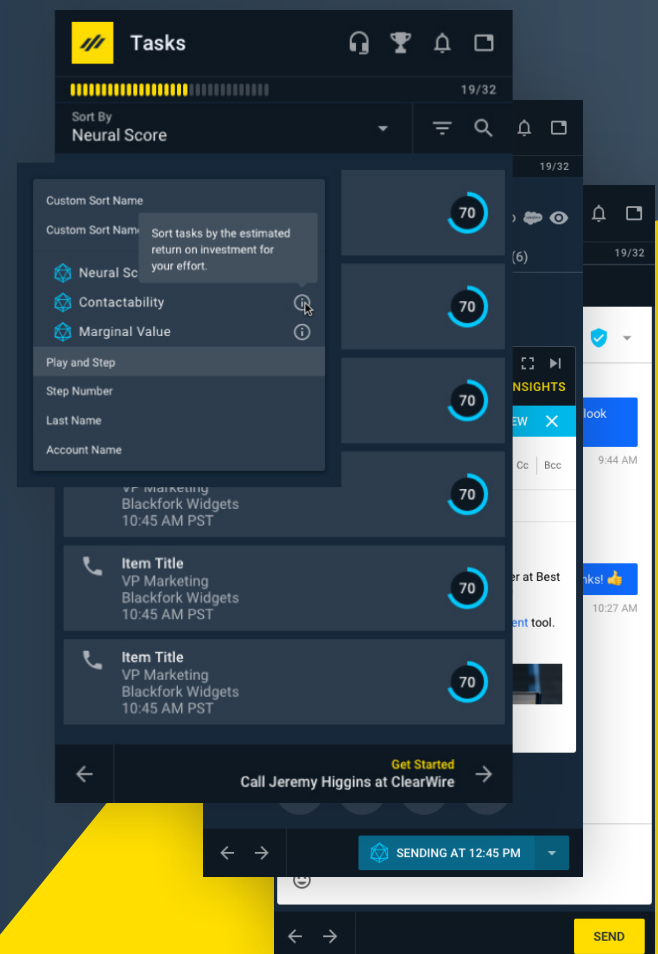
The promised land is having confidence in what you and your reps should be doing to sell, and having the means to execute on it effectively.

## That's why we built Playbooks

Playbooks is the sales engagement platform for buyer-centric selling that replaces **guessing**—doing more of what doesn't work—with **selling**—doing more of what does work.

With powerful automation, prioritization and reporting capabilities—infused with our unique buyer behavioral data—teams on Playbooks can easily align their efforts to the metrics and activities that matter most.

That means you connect to buyers quickly, build a stronger pipeline, and engage people and opportunities more effectively to accelerate revenue.



DEMO PLAYBOOKS

