Measuring Sales Effectiveness



Sales organizations invest in sales enablement and sales operations to remain competitive, but how are they measuring the effectiveness of their teams and reps?

One-Minute Insights:



organization tracks sales effectiveness

Almost half of respondents are completely satisfied with the way their

Monthly or quarterly pipeline health checks are most common

Percentage of sales reps achieving quota is the top ranked metric for measuring sales effectiveness

Nearly all respondents cite using scorecards to evaluate their frontline sales reps

Data collection: November 9th, 2022 - August 1st, 2023 Respondents: 100 sales professionals

teams via updated buyer persona tracking and frequent pipeline health checks 94% of respondents are completely (45%) or somewhat satisfied (49%) with the way their organization measures or tracks the effectiveness of its sales teams.

Organizations are effectively measuring their sales

How satisfied are you with the way your organization measures or tracks the effectiveness of its sales teams?

49% Somewhat satisfied 45% Completely satisfied 5% Neither satisfied nor dissatisfied 1% n = 100Completely Somewhat dissatisfied 0% dissatisfied Three-quarters of respondents report that How frequently are buyer personas buyer personas are re-evaluated quarterly re-evaluated and updated? (50%), monthly or more frequently (25%).

25% 50% 13% 6% 5% Semi-annually Annually Monthly or more Quarterly No set frequency n = 1001% I'm not sure

How frequently is the sales pipeline

analyzed to assess health?

Monthly (41%) and quarterly (52%) pipeline

health checks are most common among

sales teams.

1% I'm not sure 1% No set frequency 1% **Annually** 41% 4% Monthly Semi-annually **52%** Quarterly n = 100

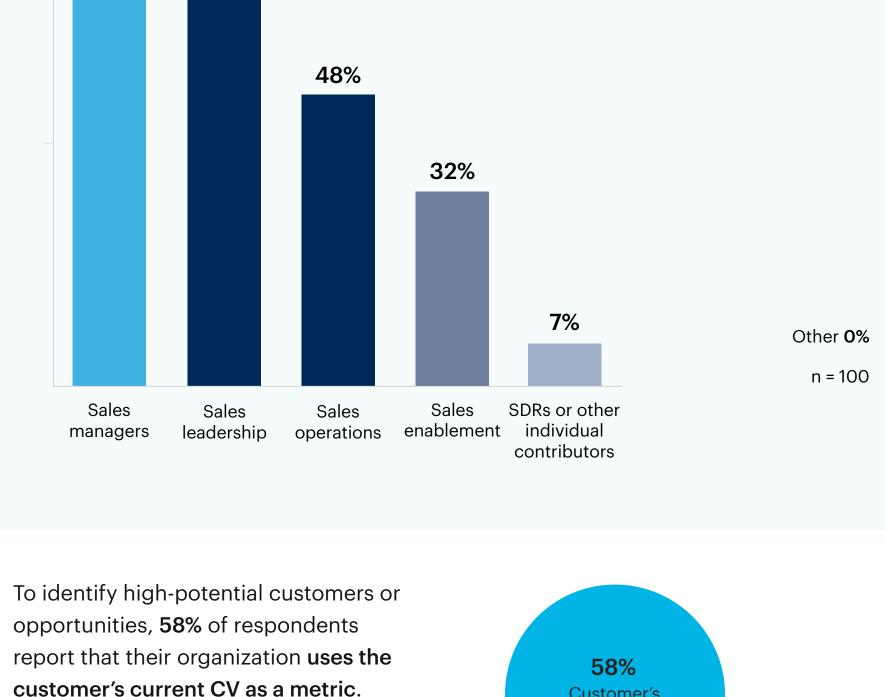
Sales manager (79%) and sales leadership (72%) were the most commonly selected teams responsible for tracking sales metrics. 80% 79%

Leadership and manager driven metrics tracking is not

just for measuring sales effectiveness, but helping

organizations identify high potential opportunities

72% What teams at your organization are responsible for tracking sales metrics? Select all that apply.



8%

We don't identify

or opportunities

Sales professionals rank the percentage of sales reps achieving quota as the top metric

for evaluating the effectiveness of a sales organization. Average sales cycle length and

high-potential customers

Customer's current CV

45% YOY contract growth

53%

Time from

MQL to SQL

45%

Average lead

response time

#2 Average sales cycle length

Salesforce (41%) and HubSpot (29%)

What tool do you primarily use to monitor

are the most commonly used tools

to monitor the sales pipeline.

your organization's sales pipeline?

Note: May not add up to 100%

due to rounding

to identify high-potential customers or opportunities? Select all that apply. Other 1% Other response: "Customer profile"

What metrics does your organization use

53% use time from MQL to SQL.

#3 Annual on-target earnings

at your organization?

3% Other

3% Salesmate

3% Highspot

4% Insightly

4% Zendesk

behavior change?

6%

HubSpot

n = 100

Please rank the following metrics for gauging the effectiveness of your sales organization from most to least important. #1 Percentage of sales reps achieving quota

annual on-target earnings were ranked second and third.

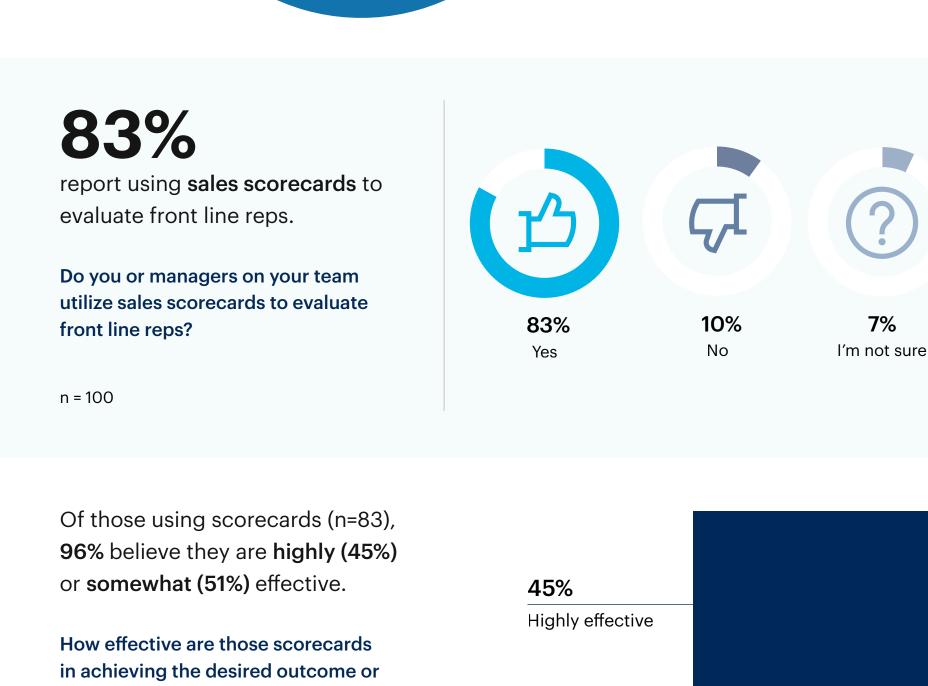


CRM tools and scorecards are used to monitor and

evaluate sales pipelines and front line representatives

Question: Do you have any final thoughts to share on how sales effectiveness is measured or evaluated

41% **Pipedrive** Salesforce 9% Gong.io 0% | Outreach.io 0% Zoho CRM Other responses: "CRM", "Focus CRM", "Internal" 29% n = 100



Somewhat ineffective 0% | Highly ineffective 0% 51% Note: Question only shown to those who answered Somewhat effective "Yes" to the question "Do you or managers on your team utilize sales scorecards to evaluate frontline reps?" n = 835% Note: May not add up to 100% due to rounding Neither effective nor ineffective

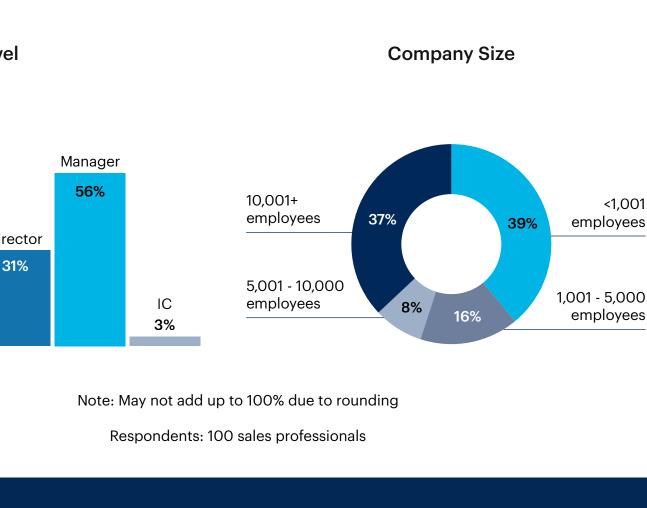
- Director, Telecommunications, 1,001 - 5,000 employees Question: Do you have any final thoughts to share on how sales effectiveness is measured or evaluated at your organization? Want more insights like this from leaders like yourself? <u>Click here</u> to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.

"Raising the middle performers to higher achievement is the emphasis."



Respondent Breakdown

Region



EMEA 13%

Director

Job Level

VΡ

3%

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C-Suite

7%

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