

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:



Almost half of respondents are completely satisfied with the way their organization tracks sales effectiveness



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

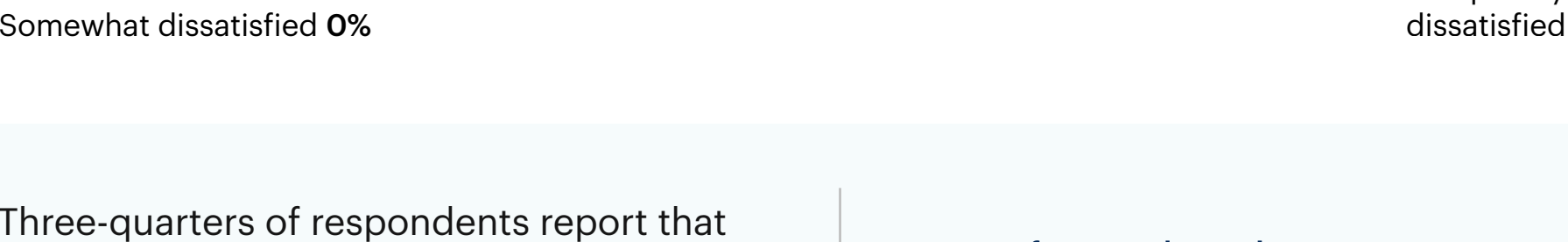
Data collection: November 9th, 2022 - August 1st, 2023

Respondents: 100 sales professionals

Organizations are effectively measuring their sales 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.

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



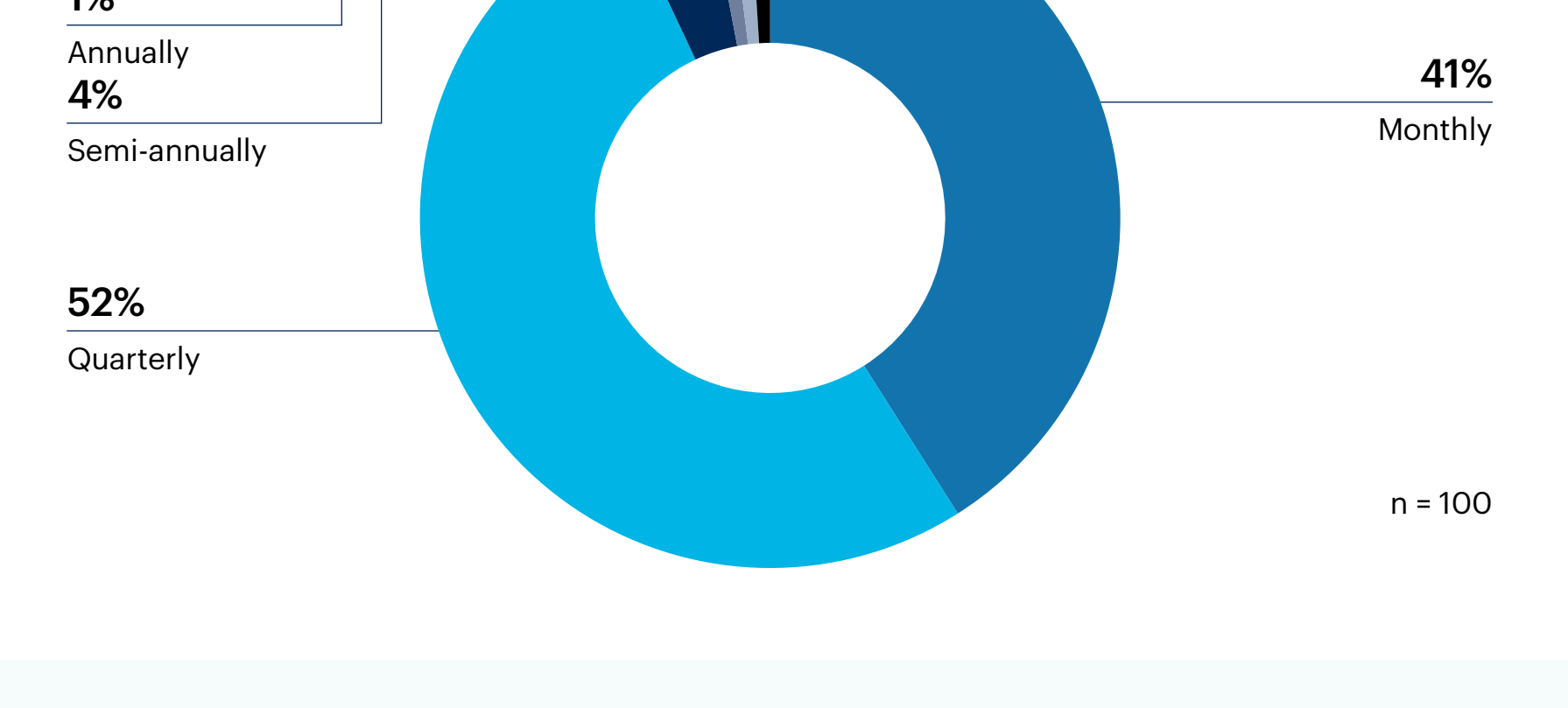
Three-quarters of respondents report that buyer personas are re-evaluated **quarterly (50%)**, **monthly or more frequently (25%)**.

How frequently are buyer personas re-evaluated and updated?



Monthly (41%) and **quarterly (52%)** pipeline health checks are most common among sales teams.

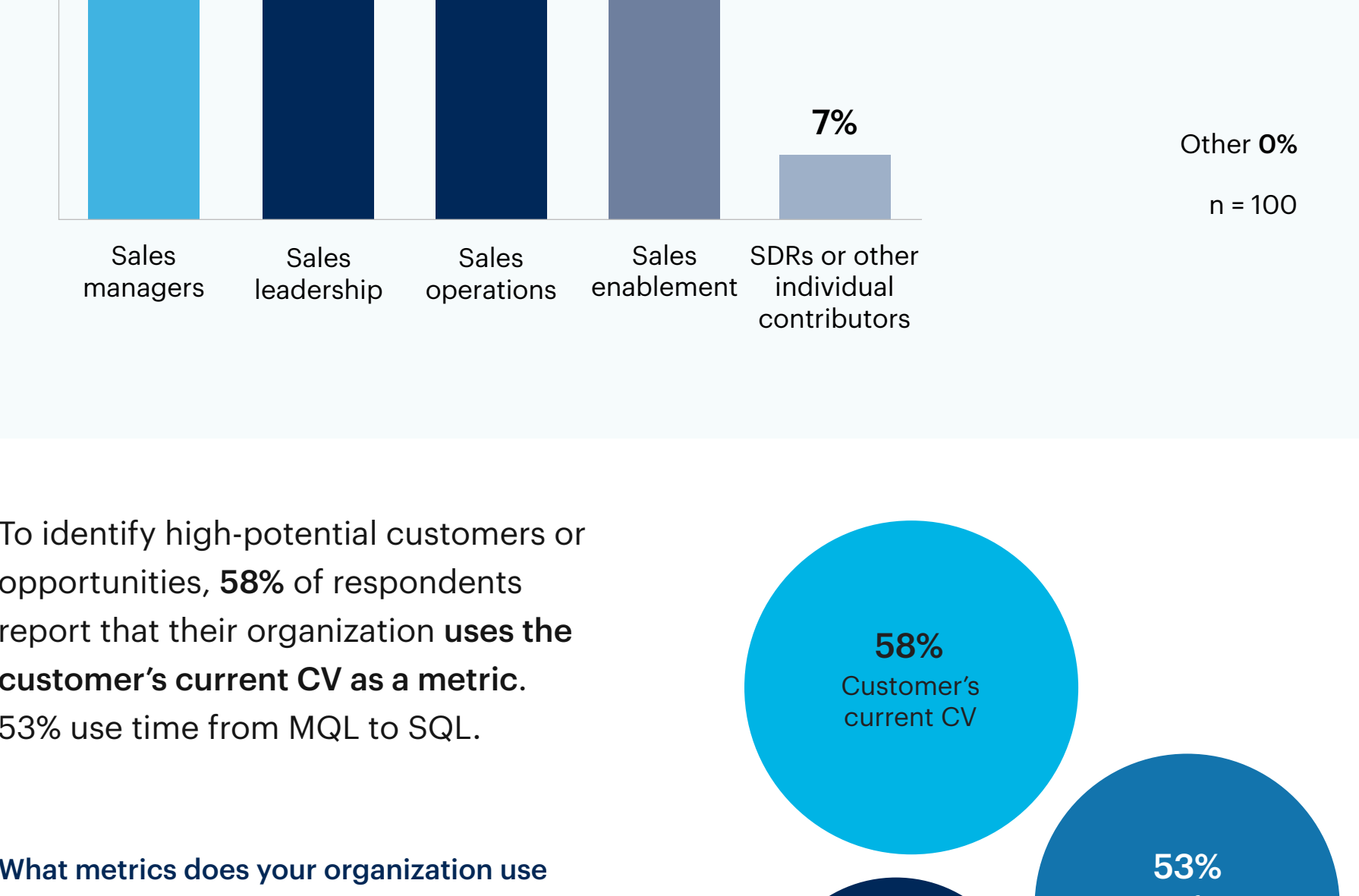
How frequently is the sales pipeline analyzed to assess health?



Leadership and manager driven metrics tracking is not just for measuring sales effectiveness, but helping organizations identify high potential opportunities

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

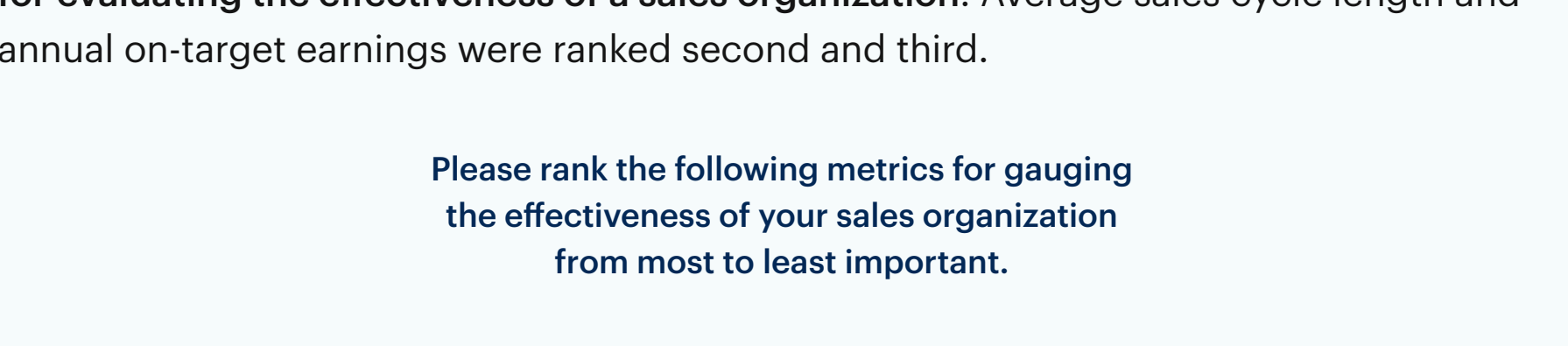
What teams at your organization are responsible for tracking sales metrics? Select all that apply.



To identify high-potential customers or opportunities, **58%** of respondents report that their organization **uses the customer's current CV as a metric**.

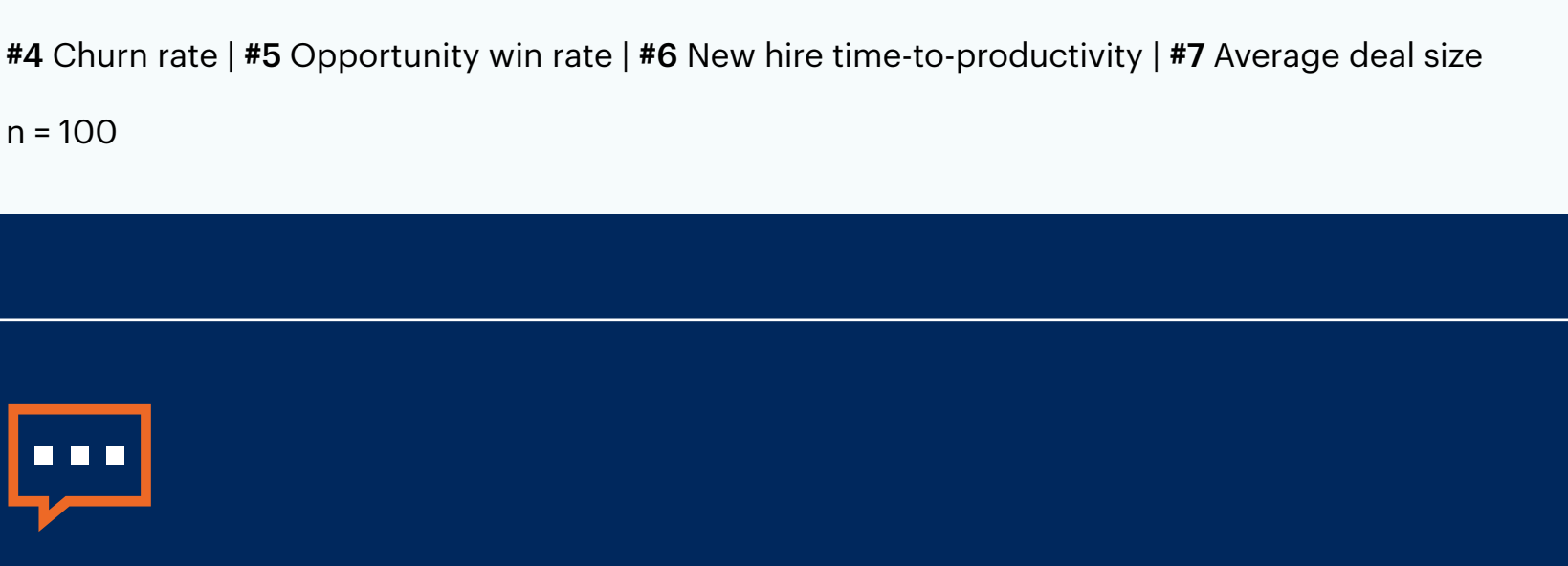
53% use time from MQL to SQL.

What metrics does your organization use to identify high-potential customers or opportunities? Select all that apply.



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 annual on-target earnings were ranked second and third.

Please rank the following metrics for gauging the effectiveness of your sales organization from most to least important.



"We have moved to measuring effectiveness of marketing and sales together which is helpful in identifying how performance improvements impact different areas of the customer journey."

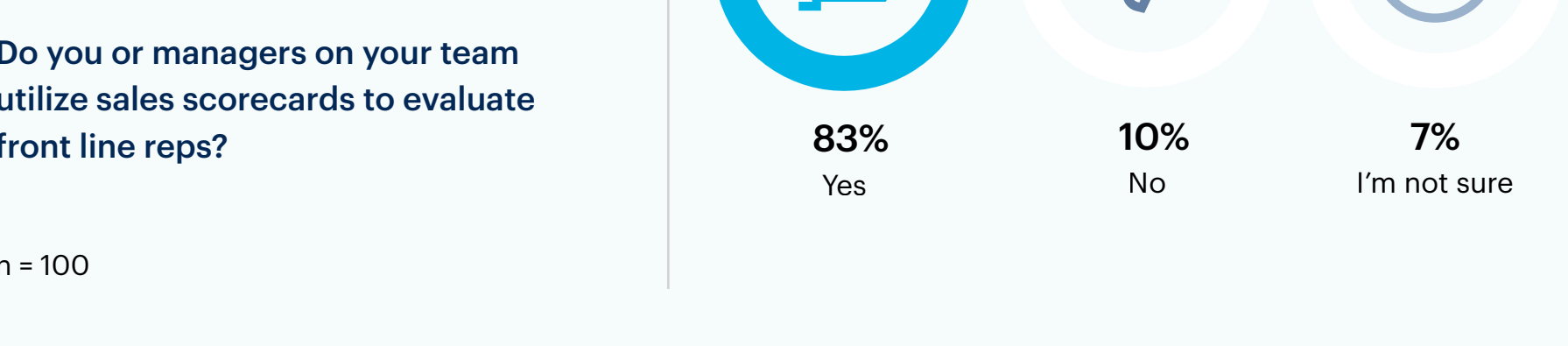
- C-suite, Software, 2-10 employees

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

CRM tools and scorecards are used to monitor and evaluate sales pipelines and front line representatives

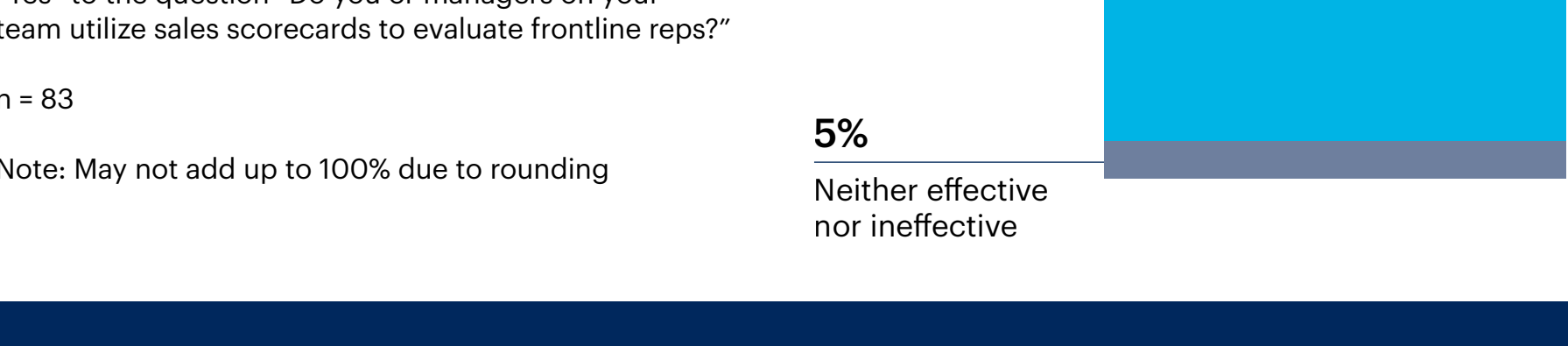
83% report using **sales scorecards** to evaluate front line reps.

Do you or managers on your team utilize sales scorecards to evaluate front line reps?



Of those using scorecards (n=83), **96%** believe they are **highly (45%)** or **somewhat (51%)** effective.

How effective are those scorecards in achieving the desired outcome or behavior change?



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

- Director, Telecommunications, 1,001 - 5,000 employees

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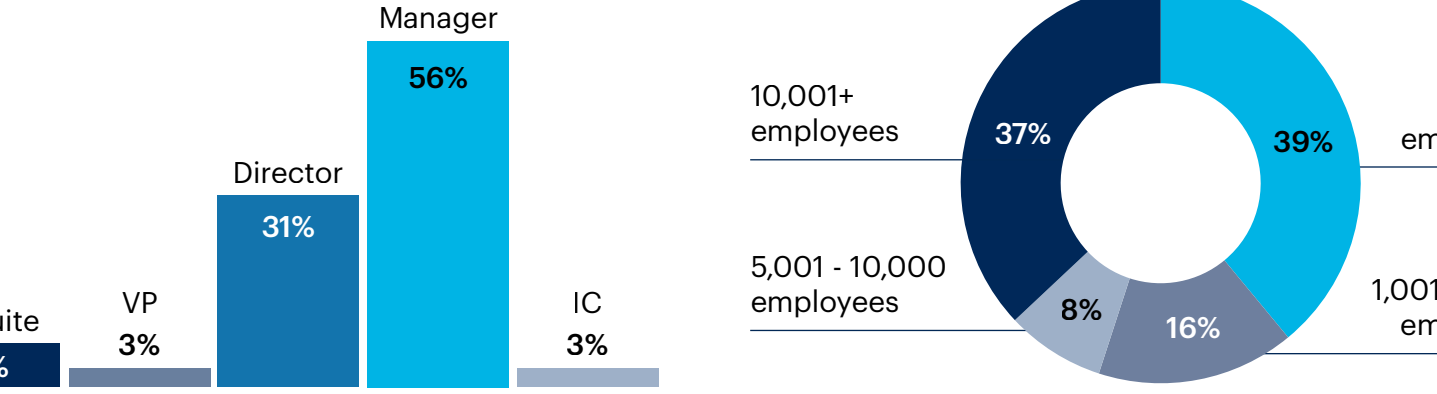


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Respondent Breakdown

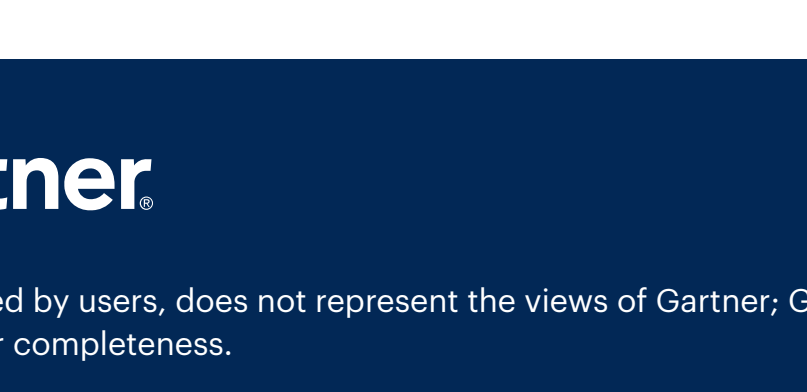
Region



Job Level



Company Size



Note: May not add up to 100% due to rounding

Respondents: 100 sales professionals