Sales Dashboards Drive Performance

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A lot has changed in the world of sales but some things remain critically important. For example, call reporting, calendar planning, and prospecting are still fundamental to a successful sales strategy. The application of digital tools to these tasks have made them even more effective and give the sales dashboard a new look. In this article, we explore how modern sales dashboards drive performance through focused, actionable metrics.

What Defines True Success

For the outside sales rep (OSR) to be successful, he must have a strong bond with the sales manager. The rep must understand specifically what he or she needs to do to be successful. The macro view of year-to-date sales and margins is not enough to direct a successful sales strategy. Economic changes, supply chain disruptions, product availability, pricing pressures, and delivery times all impact a rep's ability to close deals and maintain customer satisfaction. **While these macro external considerations are important, reps must also pay attention to key micro indicators to ensure business is moving forward.**

Five Key Performance Indicators

I have found there are a small number of micro key indicators that drive overall success. **To boost sales performance, management and reps should review these indicators face-to-face or virtually on a monthly basis.**

Here are five critical monthly metrics that should be agreed upon and reviewed by manager and reps:

Monthly Dashboard Overview

Metric		New Business Margin	Penetration Margin	In the Funnel Margin	Prospective Calls	New Contracts
This Month Total	total	$8,000	$2,500	$200,000	15	2
	Goal	$6,000	$4,000	$240,000	20	4
	% of Goal	133%	63%	83%	75%	50%
Year-to-Date Total	total	$6,500	$3,000	$350,000	22	5
	Goal	$6,000	$4,000	$240,000	20	4
	% of Goal	108%	75%	146%	110%	125%

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Understanding Each Indicator

1. New Business Margin: Your ERP will provide monthly data on new business margin using a 12-month roll-off of all new accounts in your territory. **This metric tracks your ability to expand your customer base and generate revenue from fresh relationships.**

2. Penetration Margin: This measures you're growing wallet share within your current customer base. **To increase sales in existing accounts, omnichannel opportunities now exists.** Use your eCommerce platform with integrated AI for sales support. It can provide a customer with a one-stop shopping experience that is seamless and unified by brand.

3. In the Funnel Margin (ITF): This metric represents a minimum total of margin dollars for all prospects that are projected to close in 3 months. It should be reviewed and discussed often. **This forward-looking metric ensures your pipeline remains healthy and predictable.**

4. Prospective Calls: A specific number of prospective calls per month should be agreed upon between the manager and each rep, then recorded and reviewed. **Consistent prospecting activity is the lifeblood of future sales success.**

5. New contracts: Today's business, where assets are deployed, should be governed by contracts. **New and renewed contracts should be recorded and reviewed.** AI can track and inform you of pending renewal dates, ensuring no opportunities slip through the cracks.

The Power of Alignment

Amber Johnson, a leadership development consultant, informs us: "**When teamwork is stressful, it's often because you have expectations others don't share.** Unfortunately, you may be missing expectations others have for you as well. To prevent these frustrations and ensure that your team performs better over time, design the team by defining clear goals, roles, and protocols" (smartbrief.com). Make sure your sales dashboard has the metrics that count in today's digital world. The five micro indicators above can create a solid alignment between manager and rep and avoid teamwork stress.

These metrics provide clarity on what success looks like daily, weekly, and monthly—regardless of external market conditions. **When both parties agree on these metrics and review them consistently, performance improves, accountability increases, and stress decreases.**

5 KEY TAKEAWAYS

1. ***Modern sales dashboards drive performance through focused, actionable metrics.***
2. ***While macro external considerations are important, reps must pay attention to key micro indicators.***
3. ***To boost sales performance, management and reps should review these micro indicators monthly.***
4. ***Key micro indicators include: New Business Margin, Penetration Margin, In the Funnel Margin, Prospective Calls, and New Contracts.***
5. ***When all parties agree on metrics, performance improves, accountability***