

IO3 – S4

SALES:
METRICS MONITORING



4: Sales Metrics Monitoring

Module Objectives

By the end of this module:

- *Participants will know what a sales metric is and be able to identify 4*
- *Participants will know the difference between sales metrics and KPI's*
- *Participants will know what a CRM tool is and how to utilise one*

4: Sales Metrics Monitoring

Module S5

Pre-Assignment: 30 minutes

How do you know if your social enterprise is successful?

Think of ways you can measure this?



4: Sales Metrics Monitoring

Before you launch your social enterprise you must know how to measure your success, and track if you are reaching your targets and goals.



In small businesses, and many start ups, the most common business measurements are that of the rise and fall of **cash flow**, the number of **customers** being reached, and the cost of **overheads**.

4: Sales Metrics Monitoring

The fundamental starting point of measuring success is to start thinking in *metrics*.

To effectively measure progress, it is vital that you have clear, strategic metrics, and strong data collecting, and reporting tools.

Without the numbers, you are merely making assumptions. Tracking metrics data is a conditional measurement requiring constant and consistent attention.



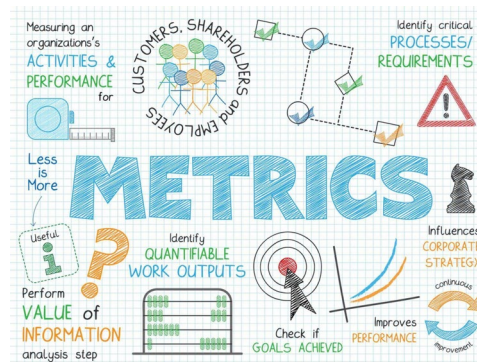
4: Sales Metrics Monitoring

Setting measurable targets is an excellent way to monitor your growth. .

Metrics isn't just about sales and revenue, it is also about monitoring your own goals and tracking progress, while providing other critical business insights.

Think about what you are trying to achieve with your social enterprise.

<https://www.socialenterprise.org.uk/what-is-it-all-about/>

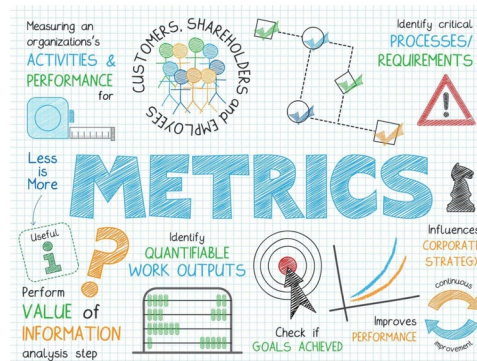


4: Sales Metrics Monitoring

Social enterprises are businesses that are changing the world for the better. Like traditional businesses they aim to make a profit but it's what they do with their profits that sets them apart – reinvesting or donating them to create positive social change. Social enterprises are in our communities and on our high streets – from coffee shops and cinemas, to pubs and leisure centres, banks and bus companies.

https://youtu.be/Ly1xnf6Kx_s

<https://www.socialenterprise.org.uk/what-is-it-all-about/>



4: Sales Metrics Monitoring

Economy

47% of social enterprises are under five years old



44% of social enterprises grew their turnover over the last year



74% made a profit or broke even last year



66% of social enterprises introduced a new product or service in the last year



Society

47% of social enterprises are led by women



72% of social enterprises said that they were a Living Wage employer



31% of social enterprises have directors from Black, Asian and Minority Ethnic backgrounds



22% of social enterprises operate in the most deprived areas of the UK



Environmental

84%



of social enterprises believe that buying products that are socially responsible and environmentally friendly is as important – or more important – than cost

20%



of social enterprises are addressing the climate emergency as part of their core social/environmental mission

67%



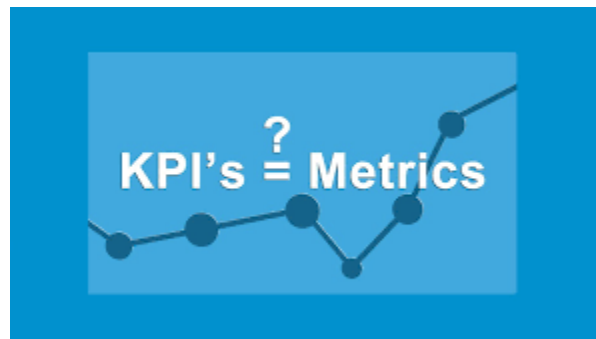
of social enterprises have or plan to embed tackling climate change/climate emergency into their constitution/articles of association

4: Sales Metrics Monitoring

Sales Metrics vs Sales KPIs.

It can be easy to confuse Sales Metrics as simply KPIs but think back to school geometry when you discovered that all squares are parallelograms, but not all parallelograms are squares.

Time to apply that to business - why? Because, essentially, KPIs and metrics have a similar relationship. All KPIs are metrics, but not all metrics are KPIs.



4: Sales Metrics Monitoring

Sales Metrics vs. Sales KPIs.

Whist related, sales metrics and key performance indicators (KPIs) are not the same.

Sales metrics measure the **sales-related performance and activities** of an individual, team or company **over a period of time**.

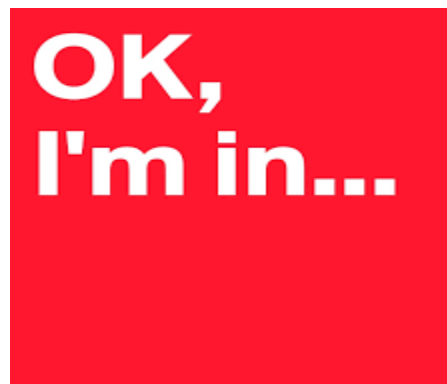
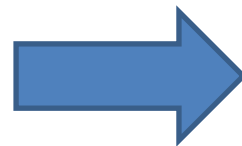
KPIs is a type of metric used to measure performance against strategic goals.

<https://www.brightgauge.com/blog/understanding-kpis-and-metrics>

4: Sales Metrics Monitoring

Sales performance metrics are data points that can help you to see if what you are doing is working.

Performance metrics are generally used to make organisations more effective and improve the *“I’m interested in what you do”* to the *“I’m in”*.



4: Sales Metrics Monitoring

Pipeline metrics

Pipeline metrics, show how many people are moving through your sales/engagement process.

Pipeline metrics include:

Open rates

Close rates

Win rates

Average deal size

Opportunity to win rate

Deal close rates



<https://www.ringcentral.com/us/en/blog/sales-metrics-small-business/>

4: Sales Metrics Monitoring

Activity sales metrics

Activity sales metrics measure the performance and behaviours. Some important sales activity metrics to track include:

Calls made

Meetings booked

Events attended

Leads created

Social media connections



<https://www.ringcentral.com/us/en/blog/sales-metrics-small-business/>

4: Sales Metrics Monitoring

Conversion metrics

Conversion metrics track how quickly and efficiently you close deals. Here are some examples:



- Revenue made per customer
- Average number of orders per month
- Customer lifetime value
- Customer loss rate
- Cost-to-serve: The cost of providing service to a customer or client
- The average spent for each new customer

<https://www.ringcentral.com/us/en/blog/sales-metrics-small-business/>

4: Sales Metrics Monitoring

Lead generation metrics

Marketing links to sales so analysing your lead-generation process helps track how well your marketing strategies are working.

There are lots of potential lead generation metrics to track, including:

- Contact requests
- Contacts added to database
- Opportunity creations
- Frequency of new opportunities



<https://www.ringcentral.com/us/en/blog/sales-metrics-small-business/>

4: Sales Metrics Monitoring

Getting monitoring right can really be the catalyst to expanding your customer base and this will lead to the success of your social enterprise.

But it can feel overwhelming!

Tracking *any* aspect of your social enterprise though will let you know how you are doing, and signal opportunities for improvement. So don't be afraid to start small.

Track a few of the most meaningful metrics, set a timeline and take it from there.

4: Sales Metrics Monitoring

Why Is Tracking Sales Metrics Important?

By analysing sales metrics, you can evaluate what is and isn't working within your social enterprise. This will allow you to adapt and make changes as you grow.

Sales metrics can help you to make the right decisions about contracts, partners, suppliers and colleagues.

Data-driven evidence is easier to understand and provides a clearer less assumptive overview

4: Sales Metrics Monitoring

But how do you do it?

CRM stands for Customer Relationship Management. The technology used to manage interactions with customers and potential customers.

A CRM system helps build relationships and streamline processes, it can also improve customer service, increase profitability and help you keep trading. There are many free, low-cost and advanced sales tracking software available.



4: Sales Metrics Monitoring

The goal of a CRM system is simple: Improve business relationships to grow your business.

CRM tools help you manage customer relationships across the entire customer lifecycle, at every marketing, sales, and customer service interaction.



4: Sales Metrics Monitoring

Watch this video about just one of the many CRM systems available that work for small businesses:

<https://www.youtube.com/watch?v=llqE9S4LZT8>



4: Sales Metrics Monitoring

<https://www.brightgauge.com/blog/understanding-kpis-and-metrics>

<https://www.ringcentral.com/us/en/blog/sales-metrics-small-business/>

<https://www.salesforce.com/uk/learning-centre/crm/what-is-crm>