

## Five Tips to Better Sales – and a Better Sales Team

Sales representatives are driven by what is most important to them – their incentive compensation. Unfortunately salespeople don't always understand how they are evaluated or how they are performing relative to their goals or peers. This can have a detrimental impact on both motivation and performance.

Companies that are unable or unwilling to hire additional salespeople must seek other means to increase productivity with their existing sales team. One method to promote team motivation is by using data in a strategic way to provide quick access to actionable, relevant information, especially to the front line – decision makers both internal and external.

By following the five tips below, a company can focus and prioritize their sales team on the most important goals – improving efficiency and resulting in improved sales.

### **1. Use Report Cards.**

The use of report cards, combined with dashboard charts, has emerged as an effective way to make a sales team more productive, and to provide them with information that will motivate them to be more active participants in the business. There may be no quicker or easier way to give understanding into their area of responsibility, and help them be more responsive to their account base.

Report cards provide a sales team with the chance to investigate what is impacting their performance, so they can make adjustments or corrections as needed. And by having dashboards automatically do the math for the team, errors are avoided, and users are more likely to derive benefits by looking at the same metrics to make better decisions.

### **2. Keep it Simple.**

Report cards can communicate complex information quickly and easily to individuals at all levels of the organization. The challenge is to make them relevant so reps actually use them. Simplicity is a critical success factor. Report cards should be one page, tailored to a specific role, and highlight key metrics. Always track the same metrics within each role, even if the underlying data changes. By remaining consistent, this will help the sales team so they won't have to reinterpret data each time a report is updated.

### **3. Choose the Right Metrics**

Metrics will vary by audience and objective, so when determining which metrics to display on a report card, keep in mind who will be reading them. By framing one or two role-specific questions to specify objectives, it will help to clarify which metrics to track. Generally, sales reps are more concerned with operational metrics, which may include daily/weekly call activity or sales volume within an account or territory.

A dashboard is an effective way to display these metrics, as the information is often more easily communicated through graphics. Plus, this way they can be pre-calculated and automatically updated with the most recent information. Managers will be more interested in activities metrics – how individual reps are performing compared to sales targets, and market share of products within districts.

### **4. Don't Forget Rankings.**

In addition to metrics, a report card should also include rankings, as they add a competitive element to help with motivation. When a rep sees their ranking relative to others, they are more inclined to work harder and more efficiently to improve their standing.

### **5. Choose the Right Business Intelligence Provider.**

Qualified business intelligence (BI) providers can help companies meet the challenge of identifying their specific requirements, and meeting performance goals.

A BI provider should offer a system that is scalable, cost-effective and accessible by all decision-makers. It should provide a dashboard for every level of the organization that reflects their most important metrics. Representatives should have personalized scorecards that reflect their compensation metrics so they can track their progress and spot opportunities.

Management should be able to access customized dashboards that highlight their reps' performance and provide the relevant information they need to help manage their team more effectively. The sooner executives receive feedback on the impact of new sales strategies, the sooner they've be able to devise midstream course adjustments to achieve even better results.

### **About OnDemandIQ**

OnDemandIQ Inc. is a Washington, DC-based company that employs a suite of services and technology to help sales organizations inform their teams, establish priorities, and maximize growth. Its web-hosted solution provides access to relevant real-time data through web-based dashboards and reports, empowering all members of the organization to make quicker, better informed decisions.

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