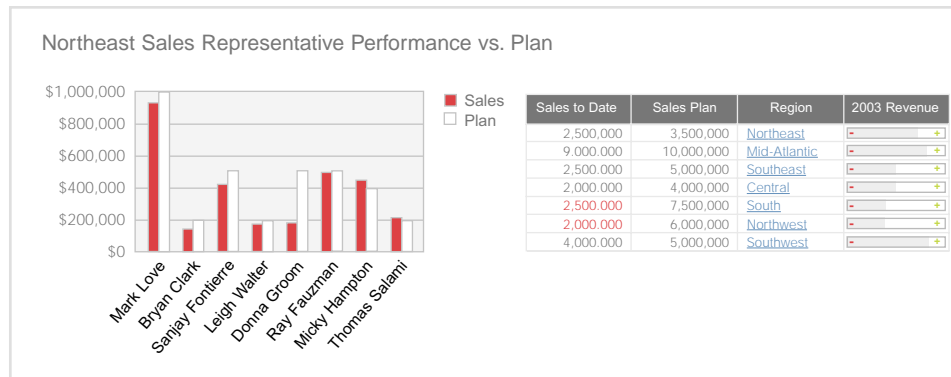


Sales Force Performance Reporting

Sales Performance Reporting provides insight into expected and actual achievement of the members of the sales organization. Executives and sales managers can view dashboards summarizing sales representatives' quota achievements, detailed reports on sales representatives' pipelines, and benchmark reports that compare sales representative performance. Drilling to pipeline detail can reveal factors contributing to the over- and under-performance of regions and/or representatives. By constantly reviewing sales representative performance versus quota and benchmarked relative to relevant peers, sales management can proactively develop performance improvement plans for under-performing sales representatives and provide appropriate motivational recognition for top performers.

Sample Report: Sales Performance versus Plan



This is an example of a basic sales performance dashboard with detail on the performance of individual sales representatives in a particular region. Executives and Regional Sales Managers use this report to monitor individual employee performance within their region at a glance. A next level of analysis would be to drill into the individual sales representative sales to date, historical performance versus plan, and the pipeline to determine if any action is necessary.

Key Performance Indicators

- % of Target
- Opportunity Age
- Average Sales per Sales Representative
- Bottom 20% of Sales Representatives
- Top 10 Deals by Revenue
- Top 5 Opportunities
- Weighted Pipeline Revenue
- % of Quota
- Cost of Sales
- % Leads Converted to Sales

COMMON BUSINESS QUESTIONS

- Are sales representatives on track to meet their sales targets?
- What is the sales trend in the East Region?
- Who lost the most deals in terms of revenue? Number of deals?
- Who are the best performers in terms of percentage of opportunities closed?
- Who are my top 20% and bottom 20% sales performers over the last four rolling quarters?
- What products have the most sales opportunities over the last twenty four months by geography?
- What lead channel is driving the most successful sales opportunities?
- What products are most of my sales people positioning?
- What is the most common product offered in a subsequent sales cycle?