



 Rekener

Get Reps to Own Their Metrics

With Sales Rep Scorecards

Overview

Metrics are a sales leader's secret weapon. The best CRO's, VP's and Directors of Sales manage their teams to hit the metrics they need to support the overall quota. They achieve consistency by creating a plan and delivering on it. The best sales leaders also instill ownership of these metrics in their reps. When reps own their metrics, it's a mindset shift that turns reps from reactive into proactive business people with a goal and a plan for how to get there.

Sales Rep Scorecard from Rekener is an app designed specifically to get reps to understand and take ownership of their metrics so that your team can hit its goals.

This whitepaper outlines 3 great ways to use an app like Sales Rep Scorecards to get better ownership and performance out of your team.

1. Weekly Sales Metrics Inspection

What is it: Each week, one rep or team runs through all of their KPI's. This can span from calls to lead conversion to demos, pipeline, close rates and ASP. It's an examination of that sales rep or sales team's metrics. Other reps and managers are present. The sales rep or team is compared against all of its peers to see where they are strong or weak in relative terms.

Here's how Rekener Sales Rep Scorecards support weekly sales metrics and inspections:

- Automate pulling the data out of Salesforce, HubSpot, and other systems into meaningful KPI's so reps **don't waste time**
- Presentations can be built so that each team presents **consistent sets of metrics** every week
- Easily dig into important information like **stage movement** and **cycle times**

Date range		Page layout		Search			
2017-09-12 to 2018-09-11		AE Production		Q			
Compare							
	First Name	Opportunities Created - New Business	Opportunities Won - New Business	ASP - New Business	Close Rate (Closed Funnel) - New Business	Bookings - New Business	Value per Opp - New Business
	Darren	42	7	\$104,323	12%	\$730,261	\$12,591
	Adam	61	10	\$61,038	26%	\$610,380	\$15,651
	Sean	63	12	\$36,597	15%	\$439,160	\$5,559
	Phil	140	10	\$30,202	9%	\$302,015	\$2,626
	Paul	23	4	\$71,142	40%	\$284,568	\$28,457
	Kathryn	11	10	\$26,214	24%	\$262,135	\$6,241
	Conor	59	3	\$80,000	14%	\$240,000	\$11,429
	Paul	58	4	\$50,541	8%	\$202,163	\$3,814
	Paul	60	6	\$38,277	13%	\$450,550	\$2,535

2. Monthly Report for Top Reps and Bottom Reps

What is it: At the end of the month, a report is sent to the entire sales team or company, showing top and bottom performers. The report has a comprehensive set of metrics so everyone sees who made the most calls, who set the most demos, who had the best close rate, who had the highest ASP, etc. And the same for who made fewest calls, closed the fewest deals, etc. This can be combined with sales rep scoring for different roles. If you want to stack-rank all the reps on just one overall number, you can combine multiple metrics into one score, to see which rep scored highest.

Here's how Sales Rep Scorecards support monthly reports from top and bottom reps:

- Rekener calculates metrics that otherwise would have to be crunched in Excel, like ASP, Close Rate, Sales Cycle, Push Rate, and more. And it can rank reps from top to bottom **on every single one**.
- Rekener Sales Rep Scorecards show all of these metrics listed out for each rep in easily digestible tables and charts
- Rekener automates the distribution of reports, so you just configure your report once and **it can easily be sent to anyone you want, whenever you want**
- Rekener makes it simple to create sales rep scores. **Scores combine multiple metrics together** so you can rank reps on just one score instead of several metrics.

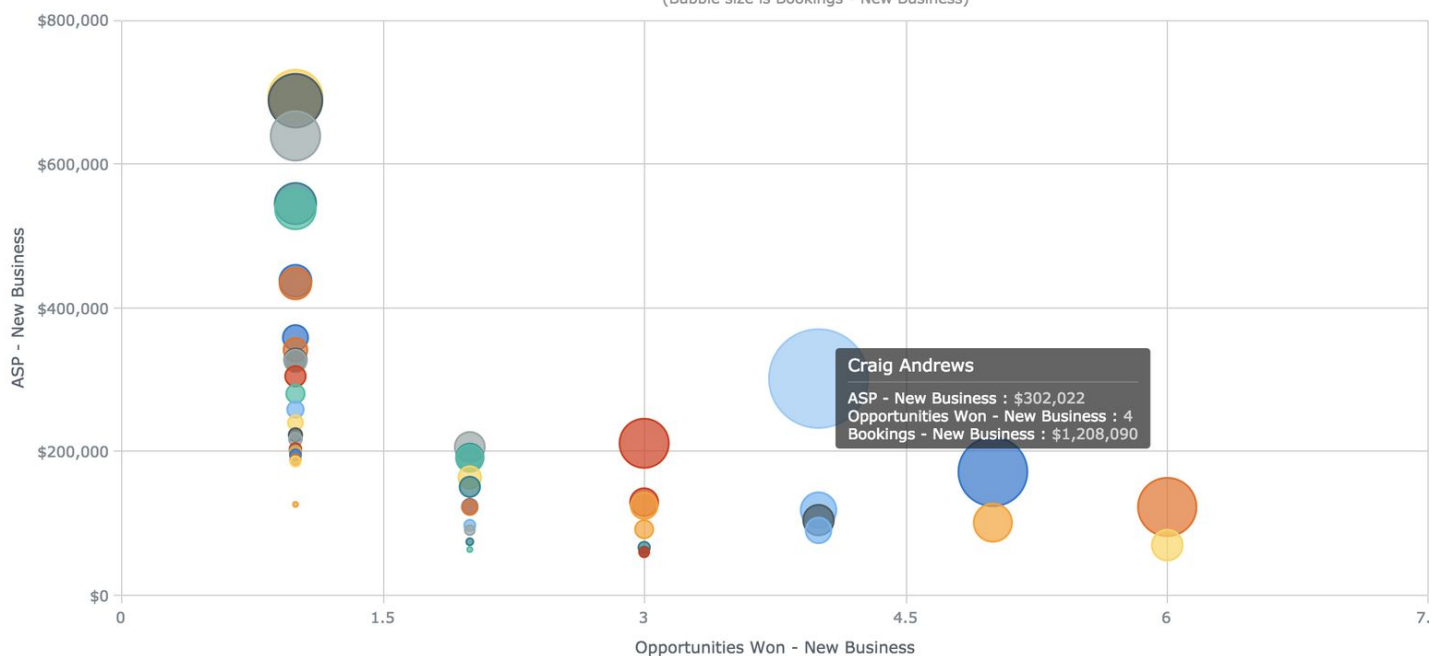
2018-04-01 to 2018-06-30

Default Layout



Sales Rep Bubble Chart

(Bubble size is Bookings - New Business)



3. Daily Sales Standups

What is it: Each morning, yesterday's sales metrics get reviewed. This should be done in small teams (fewer than 10 sales people). The whole meeting should be 20 minutes or less. Generally, basic sales metrics are reviewed, like number of calls, emails, demos set, any opps opened or deals closed. Each rep's metrics are reviewed briefly to see if there is anything abnormal. Anything noteworthy can be discussed, like a cadence that's producing lots of demos, or an interesting sales conversation.

Here's how Rekener Sales Rep Scorecards support daily sales standups:

- Sales Rep Scorecards save reps hours from pulling data from all their tools: Salesforce, HubSpot, Tout, Salesloft, etc. **Rekener brings it all together in one place.**
- Sales Rep Scorecards let you toggle your date range once and update all the metrics for every rep - **so you can look at performance yesterday, week-to-date, month-to-date, or any other time period** - for multiple metrics - instantly.
- Rekener allows you to apply targets to any of your metrics, so **if someone is underperforming**, it stands out!

Daily Metrics


 Edit colors Legend Use Same Scale

		2018-08-23	2018-08-24	2018-08-25	2018-08-26	2018-08-27	2018-08-28	2018-08-29	2018-08-30	2018-08-31	2018-09-01	2018-09-02	2018-09-03	2018-09-04	2018-09-05
<input checked="" type="checkbox"/>	Calls	16	27	0	0	32	46	23	18	19	0	0	0	40	21
<input type="checkbox"/>	Connects	0	2	0	0	1	0	1	2	2	0	0	0	1	1
<input type="checkbox"/>	Demos Set	0	0	0	0	1	0	2	2	0	0	0	0	1	1
<input type="checkbox"/>	Opportunities Created	2	0	0	0	0	0	0	0	0	0	0	1	0	1

Conclusion

Getting your sales team to own their metrics is a force multiplier for your team. It can turn a bunch of individual reps into mini VP's of Sales. It will foster more ownership and initiative within the team to make sure they stay on track with their metrics and hit their goals.

Rekener's [Sales Rep Scorecards](#) support sales leaders to manage their team with metrics. Sales Rep Scorecards can track any sales metrics by rep or by team, quickly and easily and over any time period. Rekener customers are driving all of the types of meetings and reports described above, using the Sales Rep Scorecard app.

[Start a Free Trial](#) by connecting your Salesforce or HubSpot CRM now. It takes less than 5 minutes to get set up!