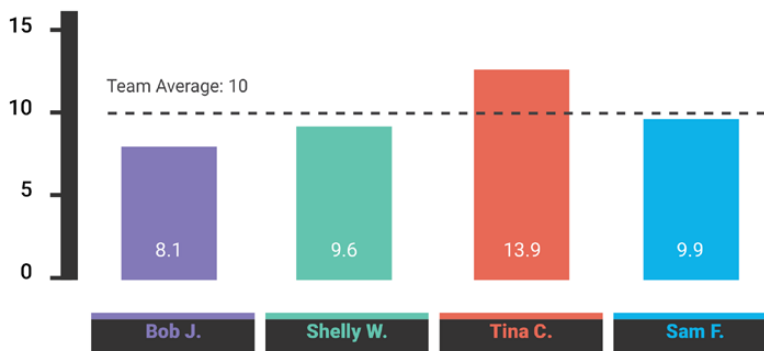


How Efficient Are Your Sales Team's Activities?

Most Sales Ops teams track sales activities to ensure that their reps are doing enough to generate opportunities and deals. But **the best teams don't stop at the overall number of activities** – like dials, connects and talk time – they also track the ratios *between* them to make sure the reps are working efficiently. The connections between these activities are called “Activity Efficiency Ratios” and they're essential for sales teams that want to ensure their reps are not just working hard, but working smart.

How Many Connects Does it Take to Schedule a Meeting?



The image to the left shows how many connects it takes each of the 4 sales reps on this team to schedule one meeting. What are the reps with superior ratios doing differently?

1 What Do Activity Ratios Tell You?

Imagine there is a rep on your sales team making 200 dials a day. Without more context, this would likely be held up as a perfect example of dedication, focus and effort. However, if you look at this rep's other metrics, you may notice that they lag significantly behind his sterling dial totals. Perhaps he only has 15 connects, half an hour of talk time, and no meetings scheduled. These low ratios tell you that, **while his baseline dial activity is high, it is not leading to results.**

2 How Activity Ratios Can Help Diagnose Rep Weaknesses

Once you start tracking Activity Ratios, a whole new world is available to you. Perhaps a rep with high dial totals but low connect and meeting totals is not conducting enough pre-call research. Or **maybe his conversation skills and talk tracks are lackluster.** Only by carefully tracking efficiency ratios between his activities and results can you see the truth: This rep needs a lot of improvement.

The Takeaway: Activity Ratios Put a Spotlight on Your Most Efficient Reps

If you want to make your sales team more efficient, **you need to understand what makes one rep more effective than another.** Historically, baseline activity metrics (like dials) have been the yardstick for this, but times are changing. The best sales teams are moving beyond just tracking activities and starting to look at how those activities are contributing to bookings. Give your sales team a leg up by showing them which reps are the best at performing the activities that actually generate revenue.