Visible KPIs’ ADVANTAGES

Why making them part of your team.
Why talking about KPIs?

As a Sales Manager / VP of Sales / who leads a team, you know it is a real challenge to help your sales force achieve their goals. Your sales team needs to be focused on performing activities that actually lead to results. But what are those activities, how do you identify them and why are they important?

Well, let’s start with the **Outcome (real or desired)**. This is a set of numbers that are pretty clear in your mind, i.e. close rates, weekly or monthly revenue, etc. These numbers are **indicators**, they can be measured and represent results. They are a numerical representation of your sales teams’ efforts. But as was stated earlier, those numbers are the results, the “final score” and won’t tell you anything about the **performance** of your sales team or how to **improve** it.

That’s when KPIs come in. **Key Performance Indicators** are essential to your organization’s success, in other words they are key to achieve the desired outcomes. KPIs are related to that portion of your team’s performance that can be measured and have a clear influence on the results.

Simply put, KPIs are the activities sales teams need to focus on to make sales happen.
Why should KPIs become part of the team?

The desired outcome is easy to set, we all know that. The challenge consists of identifying those steps that lead to success, and doing something useful with them. Once KPIs have been identified (by evaluating results and analyzing performance) managers should focus on understanding why KPIs are so important for your team.

Here is a list of why KPIs should be part of the team:

- Defining KPIs helps identify:
  - Important activities upon which salespeople should focus their time.
  - Which areas need more time and energy.
  - What is expected and what to do to succeed.
- It allows you to look back and think about what worked and what didn’t.
- It is a tool to rethink your/their plan of attack as needed.
- It reveals salespeople performance, identifying what they are doing well and where they may need help.
- It gives you and them a clear and positive direction.
So, we said KPIs should be part of your team, but how can you make them part of your team if they are “hidden”?

Identifying or creating KPIs is a first step, making them visible is the second one. Continuous assessment and exposure of the metrics that are considered essential will not only make it easier for you and your sales team to track performance, identify problems and improve key behavior results but will also foster a collaborative and open culture.

Why? Because everyone will know what has to be done, they will be able to go through a self-evaluation process and would be able to adopt good practices by observing their teammates, optimizing their sales performance and taking actions as they see results.

KPIs provide direction, so you and your team know the goal and which path to follow to achieve the goal. When the goal and the path are only in your mind or on some paper somewhere, the possibility of getting lost is wider. So why not have a visible and more tangible direction?
Thanks for Reading!