

The Top 5 Selling Skills You Need to Measure

Your reps' selling skills are one of the most important predictors of sales performance — and the earlier you begin tracking them, the better. Let's explore the metrics you should track to assure reps retain knowledge, develop competencies and continuously practice skills.



Why track and measure selling skills?



81% of companies say productivity would improve with better process, skills or competency training. [Source]



The best sales training will improve the performance of an individual on average by 20%. [Source]



According to 59% of companies, the top barrier to delivering effective sales training is reps not being held accountable for applying skills they've learned. [Source]

1

Sales onboarding & ramp time

Start measuring selling skills as early as the ramp up phase to identify any knowledge gaps and address them as soon as possible. You should be tracking:

- Ramp time
- Time to completion
- Time to first deal
- Successful onboarding completion

>3.4

Sales reps that go through the best sales onboarding programs are productive **3.4 months sooner**, on average, than those who are onboarded at organizations with weaker programs.

2

Everboarding (continuous training)

Bite-sized training and updates sent out to your sales team on a regular basis are an effective way to continuously educate your sellers and gauge their performance over time. The best performance indicators at this stage are:

- Seconds of training videos watched
- Pages of documents read
- Overall team performance
- Certification completions

37%

of companies extend their onboarding programs beyond the first month.

3

Practice & role-play

Empower reps to practice and apply their knowledge by recording demos, presentations and pitches — then use the results to guide coaching conversations. Keep an eye on:

- Messaging consistency
- Level of enthusiasm
- Filler word usage
- Topics discussed

84%

of all sales training is lost after 90 days.

4

Sales coaching

Data-driven coaching conversations help foster a culture of continuous learning. These are the key metrics you'll want to bring into your conversations:

- Coaching data organized by region, department, teams and individuals
- Sales performance tied to company targets

21.3%

Dynamic sales coaching improves quota attainment by 21.3% and win rates by 19%.

5

Call analysis

Analyze sales calls to see how reps are applying what they've learned through training and coaching. Look out for:

- Number of filler words used
- Keywords used
- Identify key problems in deals that didn't close
- Trends of key metrics across different deal stages

80%

of sales require five follow-up calls after the initial call.