Bigtincan®

The Definitive Guide to

The Most Important Sales Enablement Metrics

Enablement Just Got Personal

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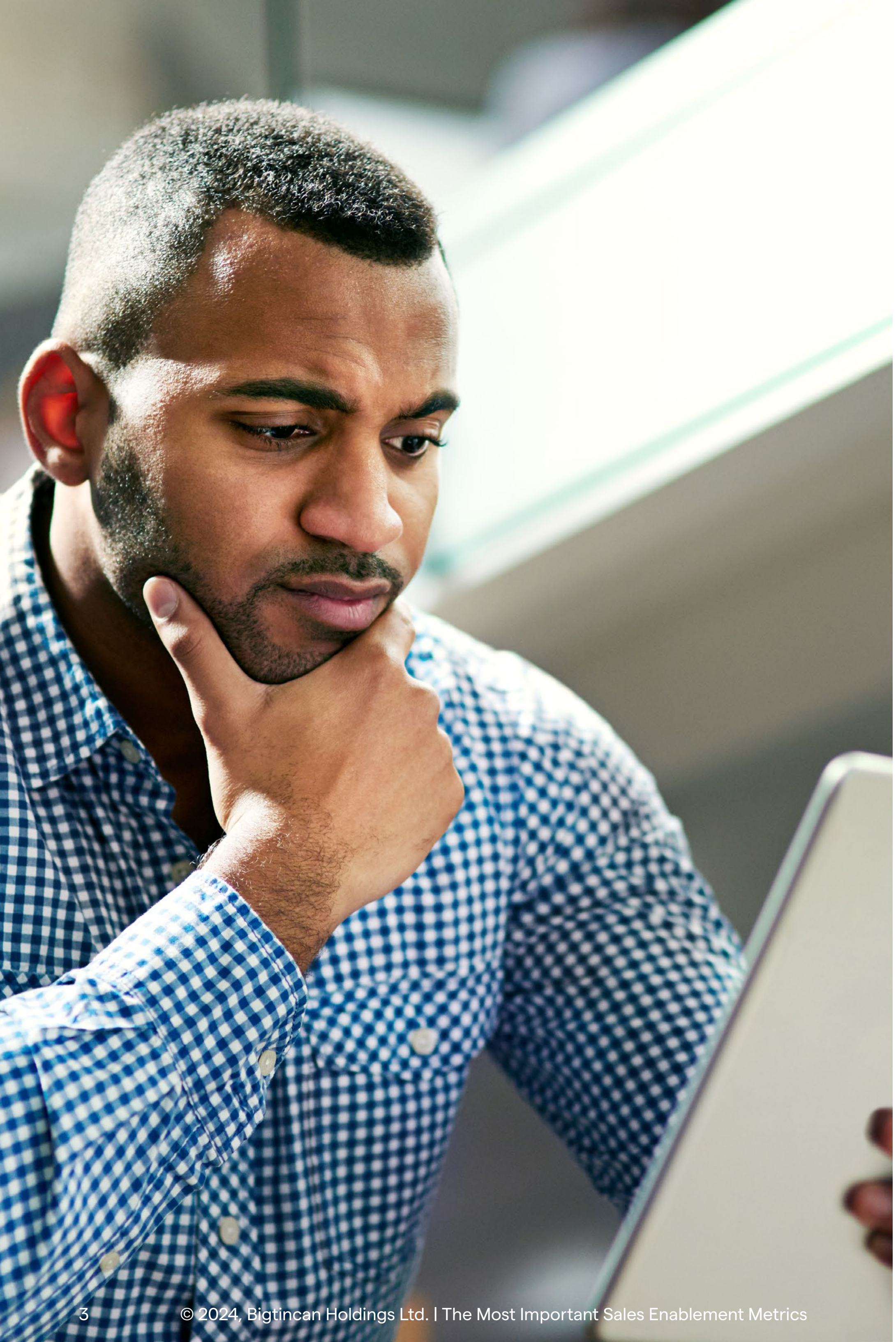


1

Not all metrics matter.

Surprised to read that in a metrics guide? Well, it's true.

Some people need to count how many steps they take per day while some are more focused on the number of pages written. It's about priorities and individual needs. And the same logic applies to your enablement strategy.

It's easy to get bogged down tracking every little data point in case it may mean something to the business — but not all of them do. In fact, delving through hoards of data and running fruitless calculations can waste more time than it saves. Especially for lean teams.

It's more productive to focus on a few key metrics related to your company's goals that give actionable insights into your team's performance.

This guide will help you stay data-driven while avoiding data overload by covering only the most important metrics you'll need to sync and run effective revenue teams. We break down how each metric is defined, how it's calculated, and how you can improve it.

2

The most important enablement metrics

Note: The metrics in this guide are organized by enablement category (sales enablement, sales readiness, sales effectiveness, and sales engagement) and are not necessarily in order of importance as different metrics will be more or less important depending on your organization's goals.

The most important enablement metrics

Sales Enablement

Sales enablement metrics measure the activities and effectiveness of the teams responsible for enabling sellers such as marketing, enablement teams, and sales leaders. The following metrics take into account the amount and quality of sales assets and training materials produced for sellers by teams in enablement roles, as well as their effect on sales turnover.

1 Content availability

Definition

Content availability refers to **how many pieces of effective sales content are available and easy to find.** It's not enough to have all sales content dumped in a folder. That content should be searchable, tagged, and well-organized.

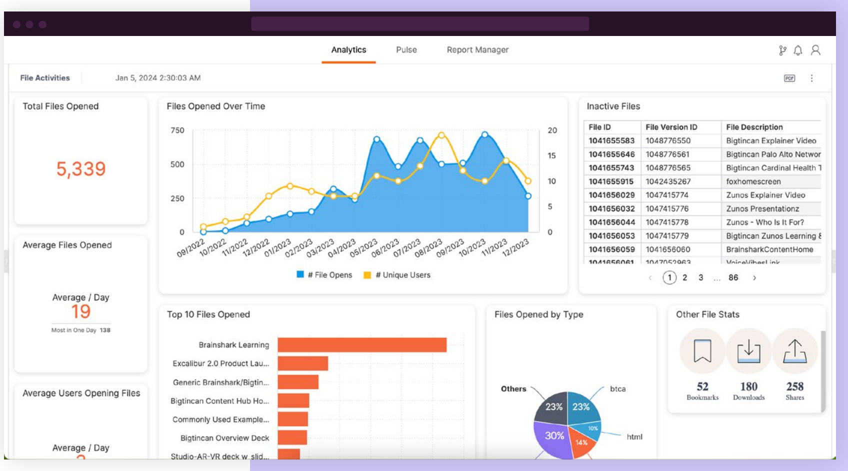
How is it calculated?

This metric sounds simple but can be difficult to calculate without a content management system (CMS) in place. It requires you to compile and count how many pieces of content are currently in regular use by your sales reps. The definition of "current" can change depending on your industry, but in most cases content more than a year old is no longer relevant. If it's a data sheet from three years ago that no one has looked at in two, it is neither relevant nor effective.

How do you improve it?

The essence of this metric is that the content is useful, well organized, and easy to find. A simple file system or a cloud storage provider makes this difficult to calculate and requires reps to hunt for files, and in many cases, give up on it.

To raise this metric, you need a content management solution in place that makes it easy to get and keep content organized, as well as measure content age and usage by reps. A [content management solution] organizes, tracks, and prioritizes content for users by serving them the most relevant content according to recent activity in the organization as well as their individual preferences and actions within the application.



Once you can track content usage and relevance, marketing and enablement teams will know what type of content to produce more of or update.

2 Number of training sessions available

Definition

This metric tracks the number of training materials available for sellers, whether they're short videos for microlearning or just-in-time learning, messaging briefs, or coaching challenges where sellers practice pitching new products.

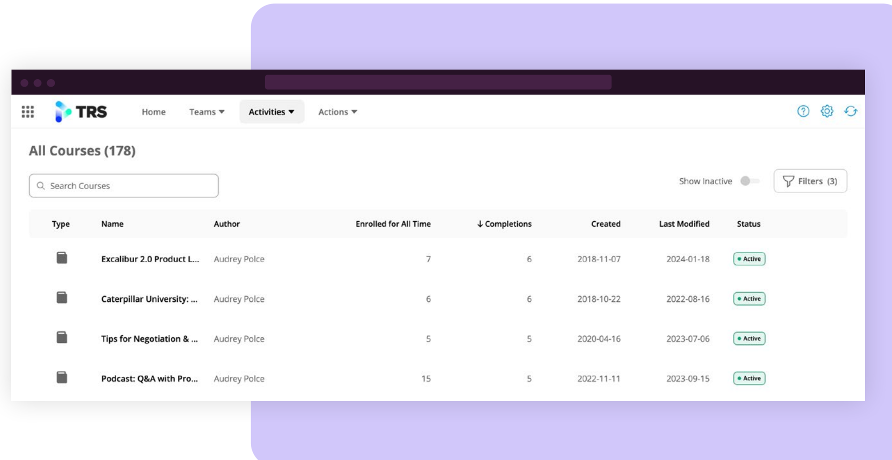
Again, this metric may seem surface-level, but it is an important one to track. This is another way to measure how productive and effective enablement teams are. If there hasn't been a new training video created in six months but there have been four feature releases, it's an indicator that enablement, product, and/or product marketing teams are falling behind and that reps are likely working with outdated messaging or information.

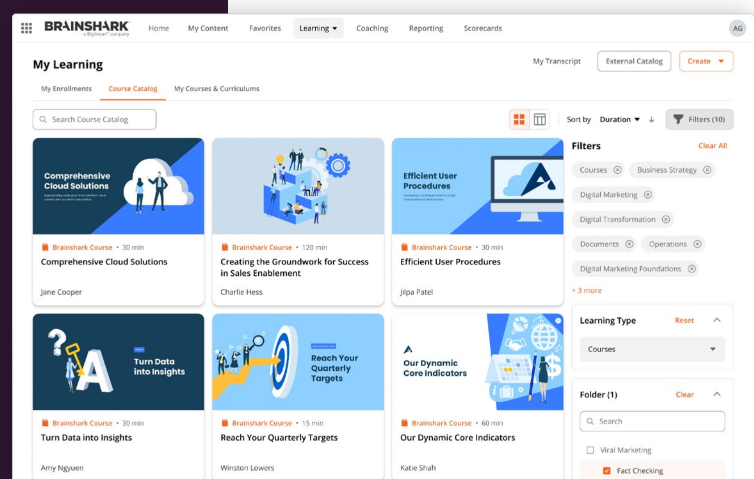
How is it calculated?

The total number of easily accessible and current training materials available.

How do you improve it?

If your organization is reliant on a file or cloud storage system, this could prove difficult, or at least time consuming, to track manually. A digital sales learning and coaching solution helps with the creation, delivery, organization, and tracking of sales training materials.





[Bigtincan Readiness](#) and other similar solutions offer an easy to navigate, searchable interface of sales training content that increases visibility into the activities of both the enablement and sales teams. You can filter your search based on date so you can see how many new training sessions were made available within the last month, quarter, and so on.

SALES ENABLEMENT

3 Number of “pitch perfect” conversations available

Definition

Number of “pitch perfect” conversations available is a measurement of how many recorded sales calls were done according to standard, resulted in a close, and are available for other sellers to learn from.

How is it calculated?

Sales calls can be recorded and analyzed using advanced **voice analysis software** to determine if the call ran according to the best sales practices. Other sales reps can then listen to these calls to find out what successful sales reps are doing right.

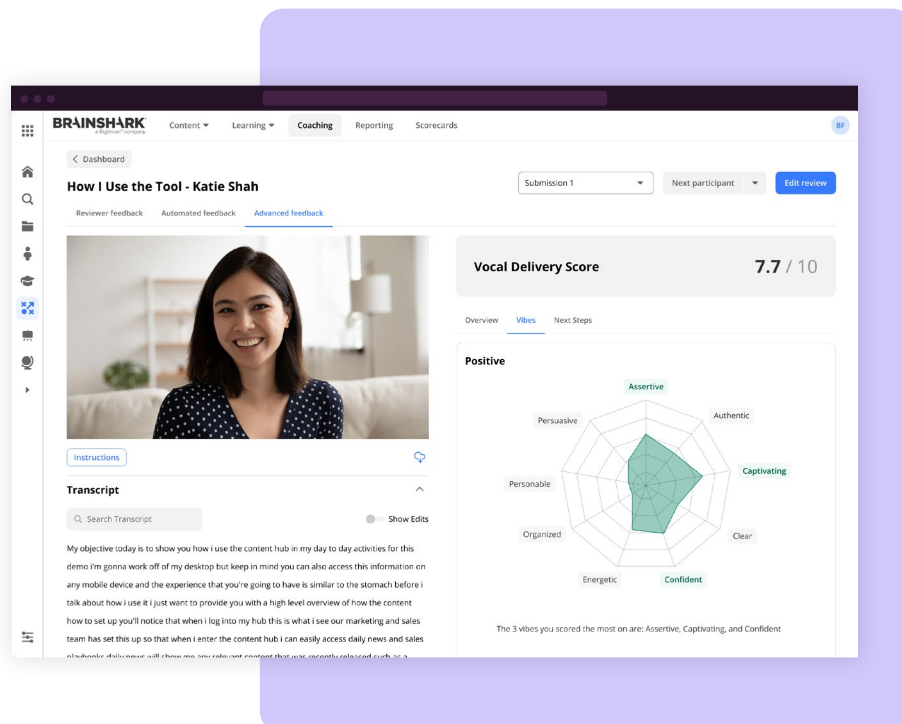
If you really want to dig into the numbers to assess your team’s performance, you can **compare the total number of pitch perfect calls to the total number of sales calls within a given timeframe to come up with a percentage of pitch perfect calls.** You can take it even further by calculating this percentage per team or per individual to identify your consistent high performers and turn them into coaches.

$$\frac{\text{Number of pitch perfect calls}}{\text{Number of sales calls}} \times 100 = \text{Percentage of pitch perfect calls}$$

How do you improve it?

By ensuring that your sales enablement software and enablement teams are providing everything that sales reps need — from training videos and customer-facing content to insights into the prospect’s reactions to sales pitches — you will immediately empower sales reps to become better at what they do. This will result in more perfect pitches.

Voice analysis (or conversation intelligence) software and sales readiness Scorecards, especially when used in conjunction, offer this kind of detailed visibility without the need for manual calculations. Conversation intelligence tools like VoiceVibes also provide feedback on how the pitch would be perceived by customers so sellers can adjust how they deliver pitches, not just what they say.



4 Voluntary turnover rate

Definition

Voluntary turnover occurs when an employee chooses to leave a company. Voluntary turnover rate of your sales team measures how many sales reps chose to leave for other opportunities.

How is it calculated?

To calculate the turnover rate for your sales team, you **divide the number of employees who leave each year by the average number of employees in the sales organization and then multiply by 100.** [This online calculator](#) makes it easy.

$$\frac{\text{Number of employees who leave}}{\text{Number of active employees}} \times 100 = \text{Voluntary turnover}$$

How do you improve it?

By calculating and improving the other metrics in this guide, you can improve your sales team's turnover rate. If your sellers feel supported by the teams meant to enable them and the organization as a whole, they will hit their numbers quickly and be more likely to stay on. You can also make sure to keep your employees happy with benefits, perks, and demonstrations of your appreciation for their work, such as bonuses and other non-monetary awards.

5 Time managers spend coaching

Definition

Time managers spend coaching is the number of hours within a given timeframe that sales leaders and mentors spend actively coaching their mentees, whether through direct interaction or via coaching software.

How is it calculated?

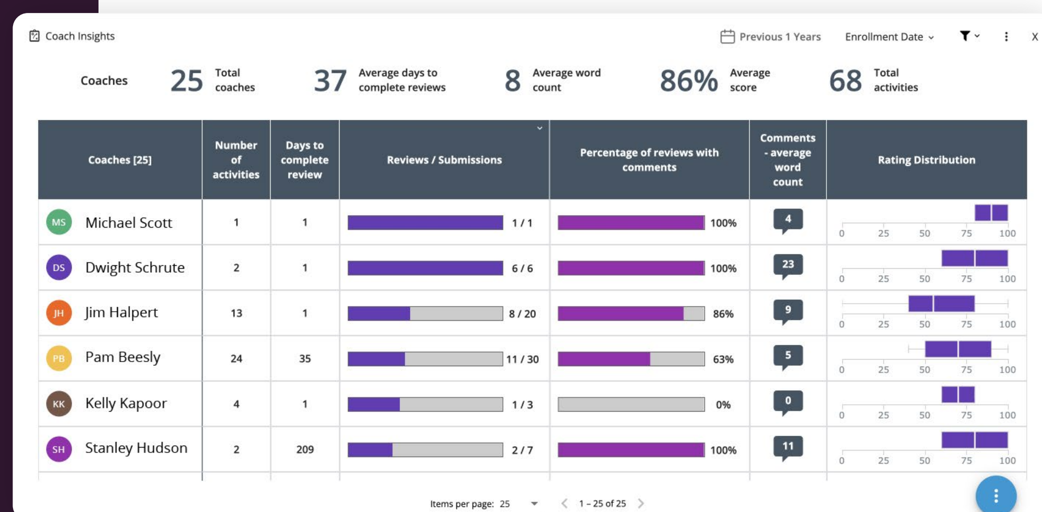
Coaches should log the time they spend each week specifically on coaching activities. **Sales coaching** software helps with this as it can track the number of coaching sessions created, the amount of feedback coaches have given, and overall coach activity within the tool. Free time tracking tools like **Harvest** can also help sales coaches manage and account for their time.

How do you improve it?

Surveys have shown that managers who spend an average of six hours per week coaching employees, increased employee inspiration by 29%, engagement by 30%, innovation by 16%, and motivation by 15% (data: Fast Company). Coaching has also been shown to have a profound effect on rep productivity, win rates, quota achievement, and revenue impact.

Since those figures are based on a 1:1 coach to employee ratio, implementing a learning and coaching solution makes that model more sustainable. With a coaching automation tool, coaches can create videos and challenges for their teams, review the results using a combination of manual and AI/machine analysis, and leave personalized feedback for each person who completed the challenge.

Features like **Coach Insights for Scorecards** track coaches' time and efforts so they can improve their overall performance and enhance their feedback, positively affecting morale, rep retention, and revenue.



6 Lead velocity rate

Definition

Lead velocity rate (LVR) measures the period over period growth in the number of leads you are generating. It shows you whether you are expanding the top of your funnel or not. And, if your leads convert to opportunities and deals consistently, LVR can help you predict your future bookings.

As an example, if you generated 120 leads this month, and generated 100 leads last month, then your LVR would be (120 - 100) / 100 = 20%.

How is it calculated?

In order to measure LVR with Salesforce data, count the total number of qualified leads from the period you're measuring. Then, count the number of qualified leads from the previous period of the same length. **Then, calculate the LVR as: (Leads this period - leads previous period) / leads previous period and express this as a percentage.**

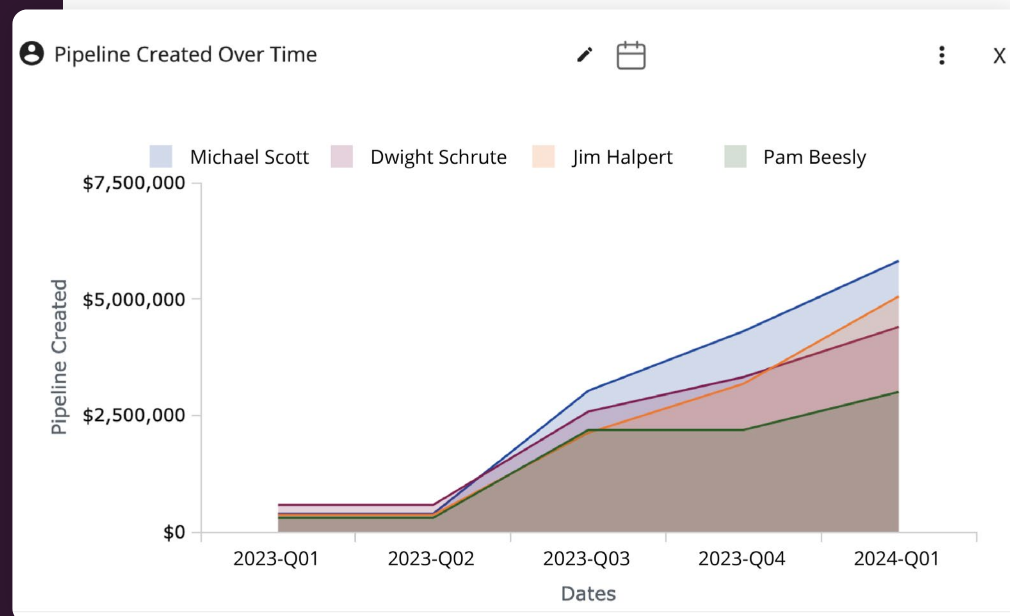
To measure LVR with HubSpot CRM data, count the total number of qualified leads from the period you're measuring. Then, count the number of qualified leads from the previous period of the same length. Then, calculate the LVR as: (Leads This Period - Leads Previous Period) / Leads Previous Period and express this as a percentage.

$$\frac{\left(\text{Leads this period} - \text{Leads previous period}\right)}{\text{Leads previous period}} \times 100 = \text{LVR \%}$$

How do you improve it?

Sales Scorecards can automate lead velocity rate calculations, so that you can see how the top of your funnel is growing over time. You can view this data dynamically, by week, month, quarter, year, or any other interval.

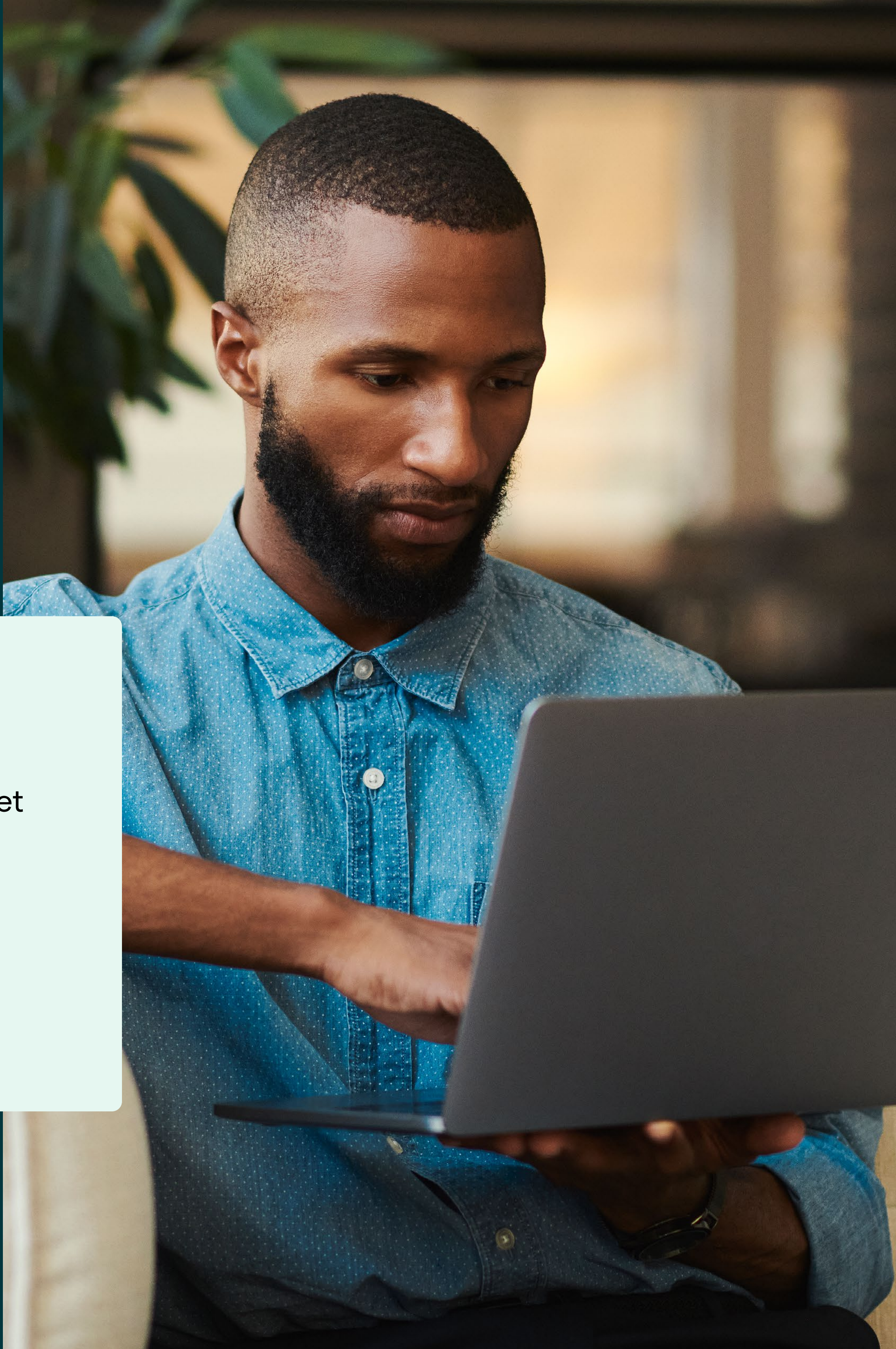
This is another way to measure and improve the contributions by revenue enablement teams like content and growth marketing, who are responsible for generating leads for the sales team. If the LVR has taken a dive, then you know it is time to revisit content and demand generation strategies or look for other causes of the decline.



The most important enablement metrics

Sales Readiness

Whereas sales enablement metrics measure the materials and activities that enable sales, sales readiness metrics track how many reps actually get through those training materials, as well as how effectively they apply what they've learned in the field (or in many cases, over Zoom calls). To put it simply, sales readiness measures how prepared reps are for selling situations.



1 Sales course completions

Definition

The number of sales training courses completed by reps.

How is it calculated?

Count up the total number of sales course completions across the sales organization within a given timeframe, such as directly following a product launch or over the past quarter.

This should also be calculated as an average. The formula for that would be:

Sales Course Completions ÷ Number of Reps = Sales Course Completion Average

Sales course completions / Number of reps = Sales course completion average

How do you improve it?

Improve sales course completions by creating courses that cater to identified areas of need or interest for sales teams and individual reps. This is achieved through using AI-driven learning software that can determine gaps in knowledge and establish what actions need to be taken to close those gaps.

Gamification in training can also help ensure that courses are completed providing a leaderboard, rewards, and encouraging healthy competition. Gamification works better for certain sellers in certain industries, such as retail, whereas enterprise sales reps are motivated by certifications (and also rewards).

A variation on this metric is **Number of Coaching Sessions Completed**.

All Enrollments - By Rep   All Time   X

Users	All Enrollments	Completed	Incomplete	Overdue	Completion %	Credits Earned
TOTALS	228	99	129	4	43%	65
Michael Scott	70	36	34	1	51%	25 (1)
Dwight Schrute	45	21	24	1	47%	15 (2)
Jim Halpert	55	23	32	0	42%	15 (2)
Pam Beesly	58	19	39	2	33%	10 (3)

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2 Number of content shares

Definition

The total number of times sales content was shared with a prospect.

How is it calculated?

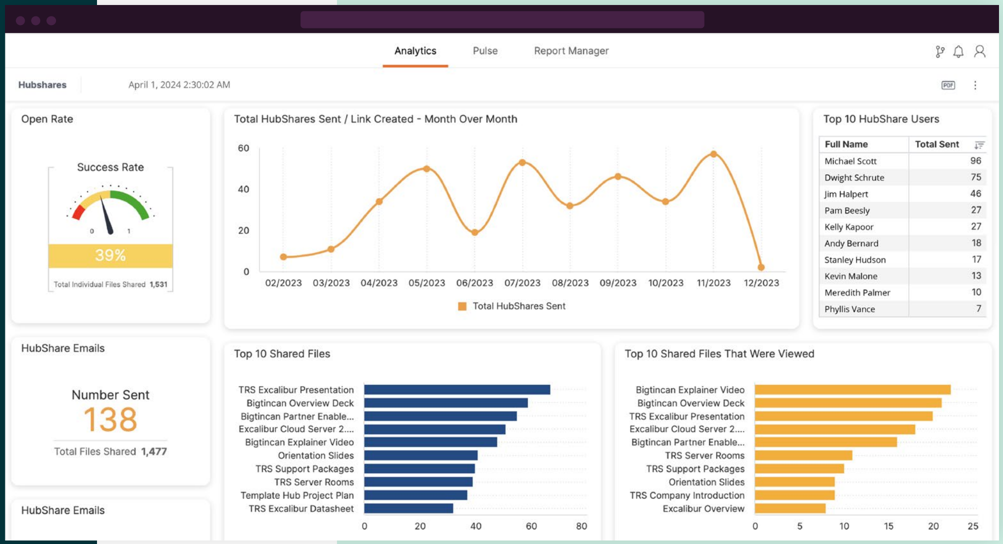
This can be measured individually per asset or as a whole across your content catalog. This then shows which content is most popular (or easier to find), and also gives an overview of the overall use of content by the sales organization. As a readiness metric, it also measures sellers' understanding of how content can be leveraged in the sales cycle.

To calculate this, an automatic tracking tool is crucial because it would be far too cumbersome and distracting to ask sales reps to note down what content they shared and when.

How do you improve it?

Improving this comes down to the quality of the sales enablement tool being used in the organization, as well as the quality of the content. Use a content analytics dashboard to regularly monitor content adoption and filter out unused or low-performing content to reduce content overwhelm. You can also track rep engagement with content to see who is reviewing and sharing content and who isn't.

Make sure your content is easy for reps to find and share and that the tool has automated tracking built in.



3 Ramp-time (or time to first sale)

Definition

Ramp-time is the amount of time it takes a new sales rep to learn the basics and get their first sale.

How is it calculated?

Time and date of commencing position — Time and date of first sale = Ramp-time

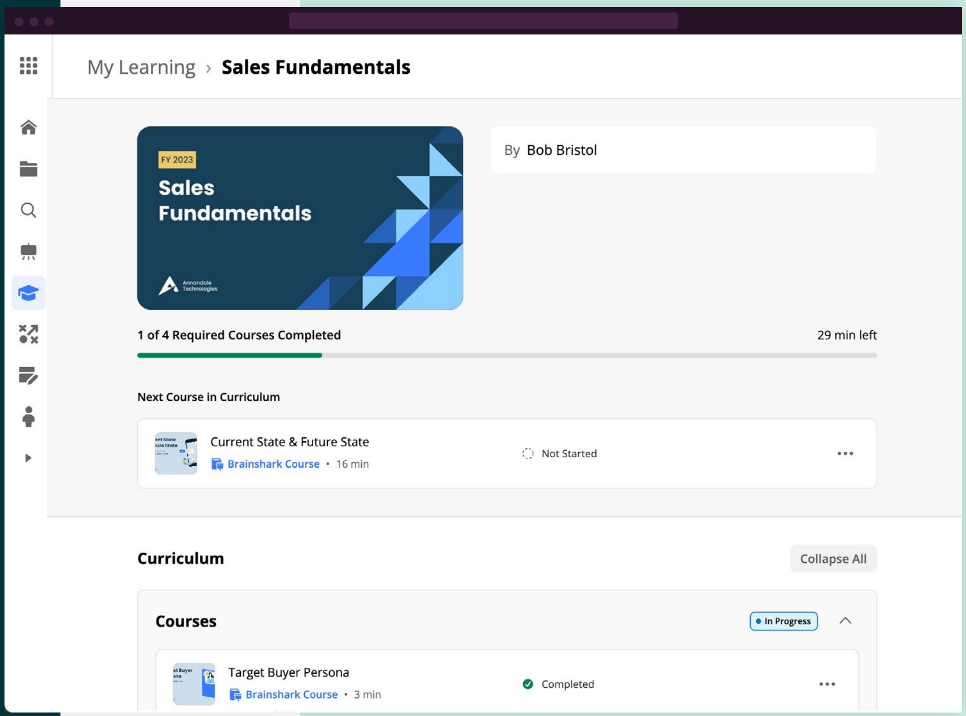
For an average of the whole organization, use:

Sum of ramp-times / Number of new reps in a period of time = Average ramp-time for the organization

How do you improve it?

A properly configured sales training and onboarding platform that contains all the necessary elements for a sales rep to start performing is crucial to improving ramp-time.

Examples of smooth video calls, an easy-to-access content library that is likewise easy to navigate, training videos for microlearning, snippets from model sales calls, and active coaching activities are some of the elements needed to improve ramp-time.



4 Number of sellers actively engaged in learning

Definition

The number of sales reps who accessed and engaged with learning content in your sales learning software for a given time period.

How is it calculated?

If this is too cumbersome to record, it quickly becomes one of those metrics that simply gets in the way. Having sales reps send in a “report” of whether they accessed content only opens the door to:

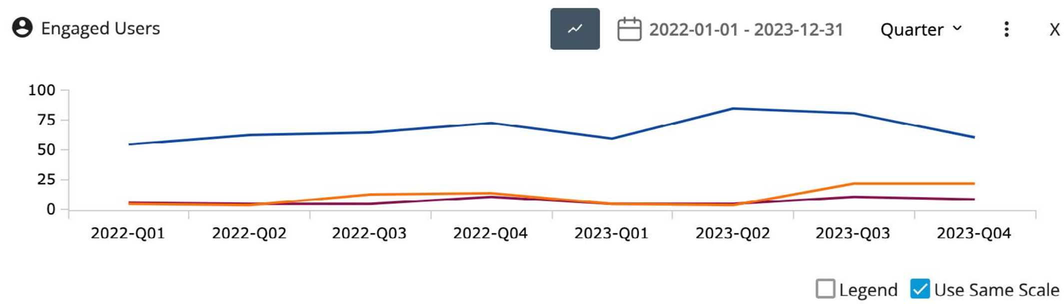
1. Dishonesty (some might feel they “should’ve” interacted and so tell a white lie in their reports).
2. Red tape — sellers should be learning or selling, not wasting time filling in reports.

Ideally, your sales enablement system will automatically track the training content that is accessed by users, even going so far as tracking their engagement level (such as tracking what links they clicked on the content or how many slides they viewed). As a readiness metric, this tracks your enablement team’s effectiveness, your sales team’s knowledge of the material, and their preparedness to sell.

How do you improve it?

Learning should be tailored to the individual. Avoid boring, long, or redundant training sessions. Use a combination of microlearning, just-in-time learning, coaching challenges, gamification, and/or certifications to keep reps engaged.

With the right sales training software, enablement teams can boost this metric by using personalized learning paths as well as Scorecards to track rep activity within the platform. If engagement is low, they can apply some pressure by making courses mandatory and/or giving awards to those who complete them.



	Metric	2022-Q01	2022-Q02	2022-Q03	2022-Q04	2023-Q01	2023-Q02	2023-Q03	2023-Q04
☑	All Self-Enrollments	54	62	64	72	59	84	80	60
☑	Complete Coaching Enrollments	5	4	4	10	4	4	10	8
☑	Courses Completed	4	3	12	13	4	3	21	21

5 Impact to discounting

Definition

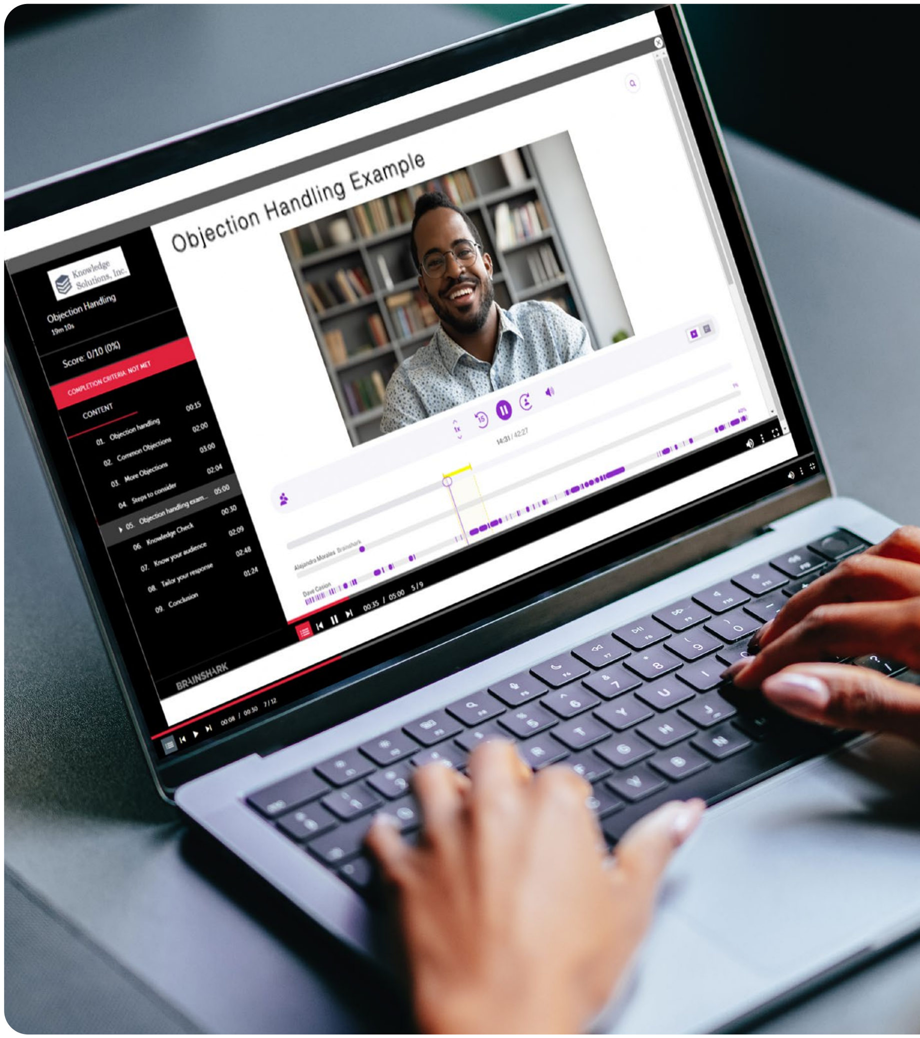
Excessive discounting can be a major obstacle to achieving your sales goals. Inexperienced or unprepared reps may feel the need to resort to discounting to close deals. Tracking who is giving discounts, how often they do it, and the size of the discounts is important for understanding your sellers' preparedness to enter selling situations.

How is it calculated?

This is where a sales dashboard or sales Scorecards using CRM data will save you hours of data-digging through individual records.

How do you improve it?

Regularly train or reinforce sales reps to emphasize value, eliminate add-ons to stay within budget, steer the conversation away from discounting, or even walk away from low-ball, high-risk deals. Assign coaching challenges in which sellers must meet objections to paying list price in a positive and friendly way.



The most important enablement metrics

Sales Effectiveness

Are your reps efficient? Do they know which content to send prospects depending on where they are in the sales cycle? Do they know how to speed up the sales cycle? Can they identify great, long-term customers and disqualify bad ones? That's all part of sales effectiveness. And here's how you measure it.

1 Win rate

Definition

Win rate measures how many deals are closed compared to how many opportunities exist.

How is it calculated?

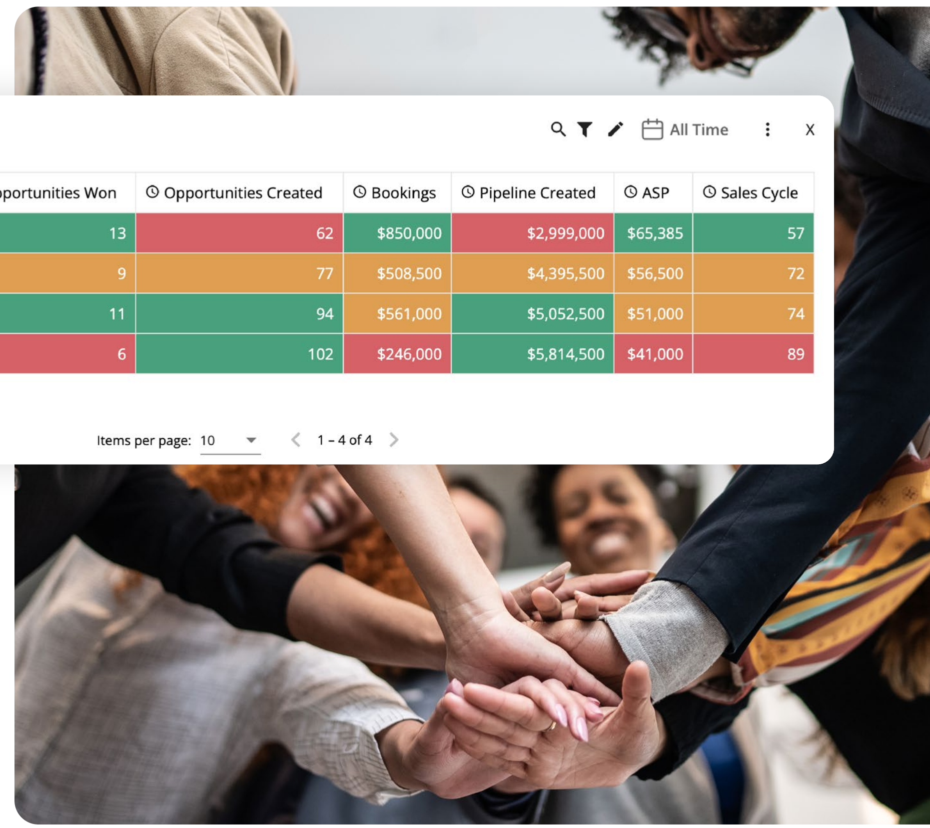
To calculate win rate, use the formula:

$$\frac{\text{Number of deals closed}}{\text{Number of opportunities created}} = \text{Win rate}$$

How do you improve it?

This metric is a direct measure of all the activities that have gone on before it to bring about the sale: the tools made available to your team, the coaching culture or lack thereof in your organization, the processes put in place to ensure an amazing customer experience, and the enablement efforts and materials produced by other revenue teams.

The only way to sustainably improve this metric is to support your sales reps — and to not place all the blame on them if the number isn't where you want it to be. Win rate can be an indication of many things like brand perception, product/market fit, and company culture.



Users	Close Rate	Opportunities Won	Opportunities Created	Bookings	Pipeline Created	ASP	Sales Cycle
Michael Scott	76%	13	62	$850,000	$2,999,000	$65,385	57
Dwight Schrute	69%	9	77	$508,500	$4,395,500	$56,500	72
Jim Halpert	65%	11	94	$561,000	$5,052,500	$51,000	74
Pam Beesly	55%	6	102	$246,000	$5,814,500	$41,000	89

2 Time to quota

Definition

Time to quota is the amount of time a team or salesperson takes to reach their quota.

How is it calculated?

To calculate this metric per team or salesperson, use the formula:

Time and date of quota attainment − Time and date when quota was set = Time to quota

If you wish to calculate the average for the entire sales force then use:

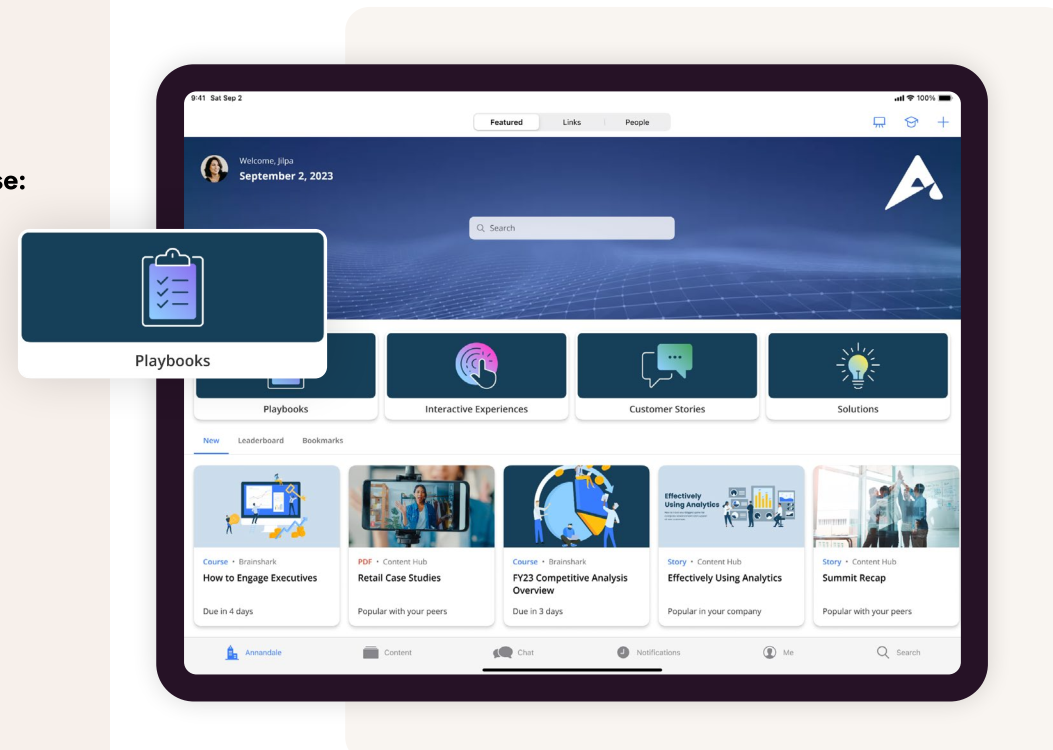
$$\frac{\text{Sum of all sales reps' time to quota}}{\text{Number of sales reps}} = \text{Average time to quota}$$

How do you improve it?

Time to quota not only depends on sales training and coaching, but also on improved efficiency of workflows.

Putting a continuous learning platform in place ensures your reps don't fall behind the curve by helping them become subject matter experts, consultants, and problem-solvers that know just what research-savvy buyers need.

Once all the basic sales enablement features have been implemented, sales managers should ensure that sales reps aren't wasting time hunting for content or having misconfigured technology. For example, a buggy calendar that doesn't sync properly could cause a sales rep to lose valuable minutes per appointment scheduled or even miss calls altogether if they aren't showing up.



3 Time to close

Definition

The average time taken from first-contact with a prospect to a closed deal.

How is it calculated?

To calculate this, you first need the time to close for each deal. For that, use the formula:

Time and date of the close − Time and date the prospect was first contacted = Time to close

To calculate the average, then use:

$$\frac{\text{Sum of all times to close}}{\text{Total closed deals}} = \text{Average time to close}$$

How do you improve it?

Time to close is a sub-metric of time to quota, since each closed deal contributes to quota.

It is improved in the same way that time to quota is improved.

4 Churn rate

Definition

Churn rate measures the number of clients who do not continue to do business with you, either by failing to renew their subscriptions, or by choosing to buy their products elsewhere.

A high churn rate could indicate a poor quality product if the subscription payment is automated. It could also indicate a failure in customer success or support, for not keeping the client interested and satisfied.

And, finally, it can point directly to a failure in sales effectiveness. For example, if a sales rep will heavily discount product price or promise features that will never be added to close a deal with a customer who isn't a great fit, they can create high-risk contracts that are very likely to churn.

How is it calculated?

To calculate churn rate for a quarter, use the formula:

$$\frac{\text{Number of customers lost during a quarter}}{\text{Number of customers at the beginning of a quarter}} = \text{Churn rate}$$

The formula can be used for any time period, such as a month, a year, or several years.

How do you improve it?

It's common business knowledge that it's more expensive to bring on new clients than it is to keep existing ones. The biggest mistake with existing clients is that some companies decide not to actively sell anything else to them.

You could be losing customers because your sales personnel brought on bad clients, your product no longer serves their needs, or because you aren't doing any customer marketing to expand deals or keep customers engaged. To improve your customer churn rate, train sales reps to disqualify clients who aren't a good fit and focus your entire organization's efforts on delivering a stellar customer experience for the entirety of the customer's lifecycle.

5 Lead conversion rate

Definition

Lead conversion rate measures the percentage of leads that become opportunities.

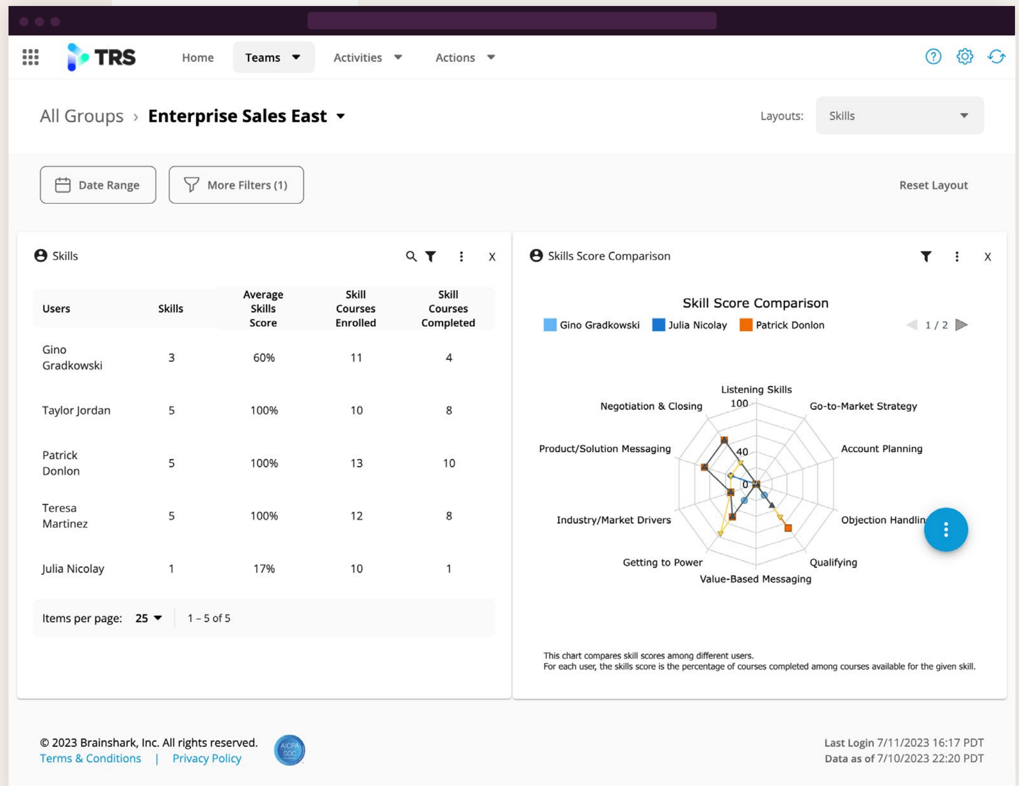
How is it calculated?

To calculate lead conversion rate, you must **divide the number of leads converted into an opportunity by the number of leads obtained in that same time period**, for example, a sales quarter.

$$\frac{\text{Number of leads converted into an opportunity}}{\text{Number of leads obtained in that time period}} = \text{Lead conversion rate}$$

How do you improve it?

Improving this metric requires the same actions as improving time to quota and time to close: having insight into seller activities and quickly acting on gaps in performance when they appear by reinforcing skills and product knowledge.



6 Average customer lifetime value

Definition

Average customer lifetime value (ACLV) measures the total value that you are likely to capture from an average customer.

How is it calculated?

To measure ACLV, you need to know your new business average sales price (ASP), the average likelihood for a customer to upsell (attach rate), your upsell ASP, and your renewal rate. The ACLV calculation would then be to take (New business ASP + (Attach Rate * Upsell ASP)) * (1 / (1 - Renewal Rate))

For example, let's say you have the following metrics:

New business ASP
$5,000

Attach rate
25%

Upsell ASP
$10,000

Renewal rate
80%

$$\left(\underset{\text{NEW BUSINESS ASP}}{\$5{,}000} + \left(\underset{\text{ATTACH RATE}}{25\%} \times \underset{\text{UPSELL ASP}}{\$10{,}000}\right)\right) \times \left(1 \div \underset{\text{RENEWAL RATE}}{80\%}\right) = \underset{\text{ACLV}}{\$37{,}500}$$

This means that you would expect a new customer to contribute $37,500 of revenue to your business over their lifetime.

Scorecards pulling in CRM data can calculate ACLV automatically and measure it by account, industry, company size, segment or any other breakdown.

How do you improve it?

Train sales reps to be able to identify customers who bring the most potential ACLV based on your ideal customer profiles (ICP) and implement customer marketing strategies to land and expand deals to increase ACLV across the board.

The most important enablement metrics

Sales Engagement

Sales engagement measures how active customers are throughout the sales cycle. Keeping them interested in your product and in conversation with your reps is a matter of measuring and improving the following metrics.

1 Content engagement

Definition

This metric measures how customers respond to and interact with content being shared with them by reps via sales calls, conferences, emails, or other means like [Digital Sales Rooms](#).

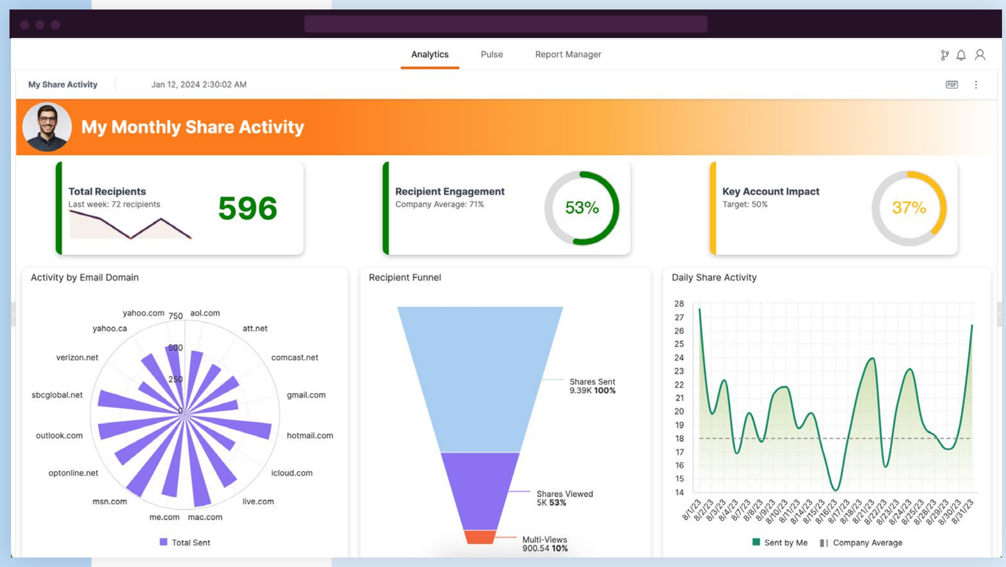
How is it calculated?

Unfortunately without a way to receive regular direct feedback from customers, there is no reliable or scalable way to measure this without tracking tools. A good CMS tells you whether the prospect opened the content, how many pages they read, how long they viewed a slide within a sales deck, what links they clicked, and so on.

You could also dig deeper into the numbers provided by the solution and have sub-metrics to calculate "percentage of engagement" or an engagement score. For example, any documents with a link clicked could be "medium engagement" and those with three links clicked could be "complete engagement." Videos watched to the end could likewise be considered "complete engagement."

How do you improve it?

You need to know what people engage with and what they don't in order to improve this metric. Once you have determined what is working and what isn't, marketing and enablement know *what* content to hand sales reps and reps know *when* to hand it to *which* customers.



SALES ENGAGEMENT

2 Contact instances (calls, email, etc.) per demo

Definition

This can also be a sales effectiveness metric. Calls per demo measures the average number of touchpoints a sales rep needs to make in order to set a demo.

How is it calculated?

To measure calls per demo, you take **the total number of calls made by a rep in a given period, and divide by the number of demos the rep set in that same period.** Calls per demo is a top of the funnel metric that indicates how efficient a given rep is with the calls they are making.

Total number of calls made by a rep in a given period

——————————— = Calls per demo

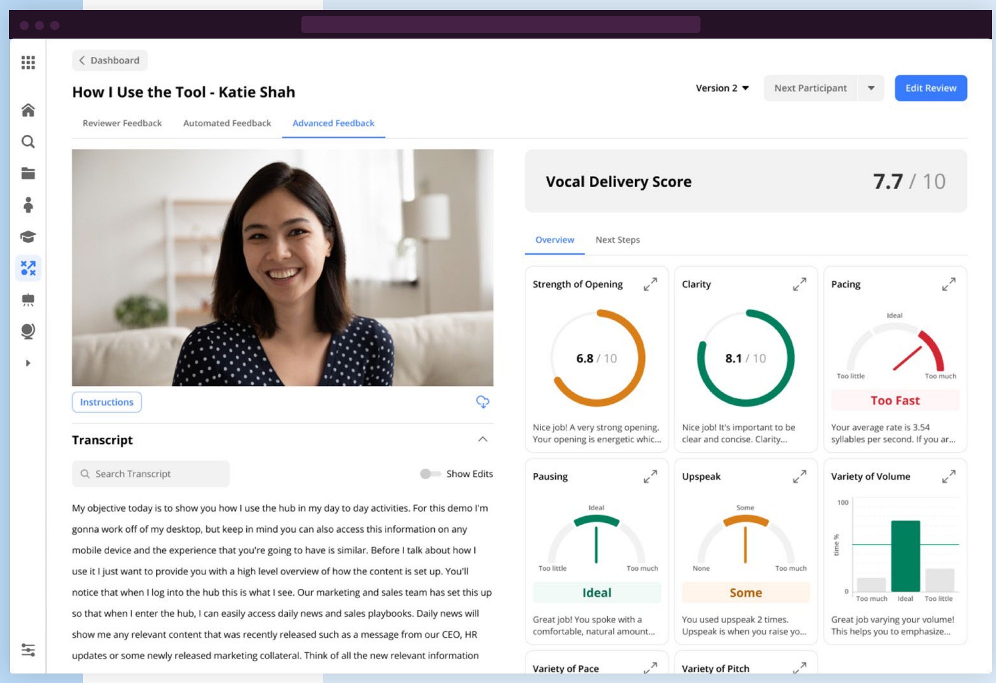
Number of demos the rep set in the same period

For instance, if a rep made 1,500 calls in a month and set 25 demos, then their calls per demo would be 1,500 / 25 = 60 calls per demo.

How do you improve it?

You can help sellers decrease the number of touchpoints it takes to get a customer to the demo by coaching them to have meaningful conversations about a customer's needs, listening to what they want, and responding with the right answers and materials. The answer, perhaps counterintuitively, is not to push the customer towards a demo, but to make it clear that their concerns are front of mind.

Customers can smell the difference between a pushy rep who doesn't care about them and one who makes sure the sale will be beneficial to everyone involved. Proper coaching will ensure your reps are in the latter category.



3 Stage to stage duration

Definition

Stage to stage duration measures the average amount of time it takes for opportunities or deals to move from one stage to the next.

How is it calculated?

To calculate stage to stage duration, you must **divide the total number of days between stages by the total number of opportunities**.

$$\frac{\text{Total number of days between stages}}{\text{Number of opportunities}} = \text{Stage to stage duration}$$

If a rep had had 100 opportunities that moved from Stage 1 to Stage 2 in the sales process, and the total number of days between Stage 1 and 2 (if you added them all up) was 1,000 days, then the Stage 1 to Stage 2 Duration would be 1,000 days / 100 opps = 10 days.

How do you improve it?

Sellers can improve this metric by disqualifying customers who aren't ready to buy or aren't a good fit, being responsive, keeping them engaged with helpful content and information, and giving them a great experience. Enablement teams and coaches can help sellers with this metric by understanding and providing training around common objectives for each sales stage.

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The metrics and their formulas

Metric	Formula
Ramp-time	**Individual:** Time and date of commencing position - Time and date of first sale **Average:** Sum of ramp-times ÷ Number of new salespeople in a period of time
Voluntary turnover rate	Divide the number of employees who leave each year by the average number of employees in the sales organization and then multiply by 100
Lead velocity rate	Leads this period-Leads previous period ÷ Leads previous period
Actively engaged learners	**Individual:** No formula — total number of learners. (Requires a sales enablement platform that tracks this to make calculating the metric easy.) **Average:** Total number of learners ÷ Total salespeople
Sales course completions	**Individual:** No formula — total number of course completions. **Rate:** Total number of completions in a time period ÷ Total salespeople in the same time period
Content shares	No formula — requires a proper sales enablement tool to track this easily
Content engagement	No formula — impossible to track properly without software
Demo completions	**Individual:** No formula — total demos **Average:** Total demos completed ÷ Total salespeople

Metric	Formula
Contact instances per demo	**Individual:** No formula — impossible to track easily without sales enablement software that tracks all conversations **Average:** Total contact instances ÷ Total demos
Win rate	Number of deals closed ÷ Number of opportunities created
Time to quota	**Individual:** Time and date of quota attainment - Time and date when quota was set **Average:** Sum of all sales reps' Time to quota ÷ Number of sales reps
Time to close	**Individual:** Time and date of the close - Time and date the prospect was first contacted **Average:** Sum of all times to close ÷ Total closed deals
Churn rate	Number of customers lost during a quarter ÷ Number of customers at end of quarter
Lead conversion rate	Number of leads converted into an opportunity ÷ Number of leads obtained
Average Customer Lifetime Value	(New business ASP + (Attach Rate * Upsell ASP)) * (1 / (1 - Renewal Rate))
Stage to stage duration	Total number of days between stages ÷ Number of opportunities

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Takeaways: Putting the data into practice

So once you've done the math, what do you do with the numbers to make an impact on your business?

Here's how to put the metrics in this guide to work:

- Have an easy-to-access-and-use content library of sales materials.
- Do the same for learning materials — in fact, it's best if they're in the same place.
- Coach sales reps effectively.
- Track customer activity smoothly and feed that data back to sales.
- Use AI to monitor sales activity and conversations.
- Feed AI-driven conclusions back to coaches for personalized training.
- Continue to improve the content library.
- Use top-selling reps as models and show other reps their conversations so they can learn what works.
- Remember that sales enablement and sales readiness lead to sales effectiveness and sales engagement.
- Repeat and **constantly improve upon the above**.

That's a fairly simple formula, but it works.

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About Bigtincan

Bigtincan is helping the world's leading brands facilitate the buying experience of the future. Everything we offer is designed to be smart, flexible, and easily adapted to unique business processes with highly personalized experiences that people and brands love.

We're on a mission to help companies deliver branded buying experiences that are engaging, personalized, provide value, and guide people to the best decisions with confidence. Innovative companies like Nike, AT&T, Prudential, Merck, Winnebago and Clorox trust Bigtincan to enable customer-facing teams to intelligently prepare, engage, measure and continually improve the buying experience for their customers.

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Prepare, upskill, and train customer-facing teams

Content
Empower reps with dynamic, up-to-date content

Engagement
Catalyze deals with interactive, measureable experiences

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