

Sales Performance

Sales Performance is the effectiveness of the sales team, both individually and as a whole, in selling activities; the ability to achieve sales goals. Sales performance can be measured in various ways depending on your industry and business goals, but common metrics often include sales revenue, customer acquisition, and retention rate.

How to Evaluate Sales Performance

Sales is the backbone of nearly every organization. Sales can include business to business interactions as well as sales to the general public. And while almost every industry has a sales aspect, the companies that succeed are those who prioritize and optimize sales performance.

Companies must have a working sales performance definition before deciding what constitutes “good” sales numbers. Depending on the type of sales and costs of what you are selling, different performance rates may be considered “average.”

Therefore, before conducting a sales performance review, compare current sales rate to the industry’s average. If it is near the norm, there’s no need to panic, but there are still ways to bring up rates. If companies are well below the industry average, they have at least one problem that they will need to address.

Average Order Value (AOV)

Average order value (AOV) tracks the average dollar amount spent each time a customer places an order. To calculate company’s average order value, simply divide total revenue by the number of orders. For example, let’s say that in the month of September, store’s sales were \$31,000 and it had a total of 1,000 orders. $\$31,000 \div 1,000 = \31 , so September’s monthly AOV was \$31.

A sales representative with one sale worth \$5,000 earned more money than a representative with 20 sales of \$100 each. That said, if employees make roughly the same number of closed sales, AOV will begin to set them apart.

AOV is a key performance indicator that businesses measure to understand their customers’ purchasing habits. Like other key metrics, AOV can be tracked for any time period, but most companies monitor the moving monthly average.

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