



4 KPIs

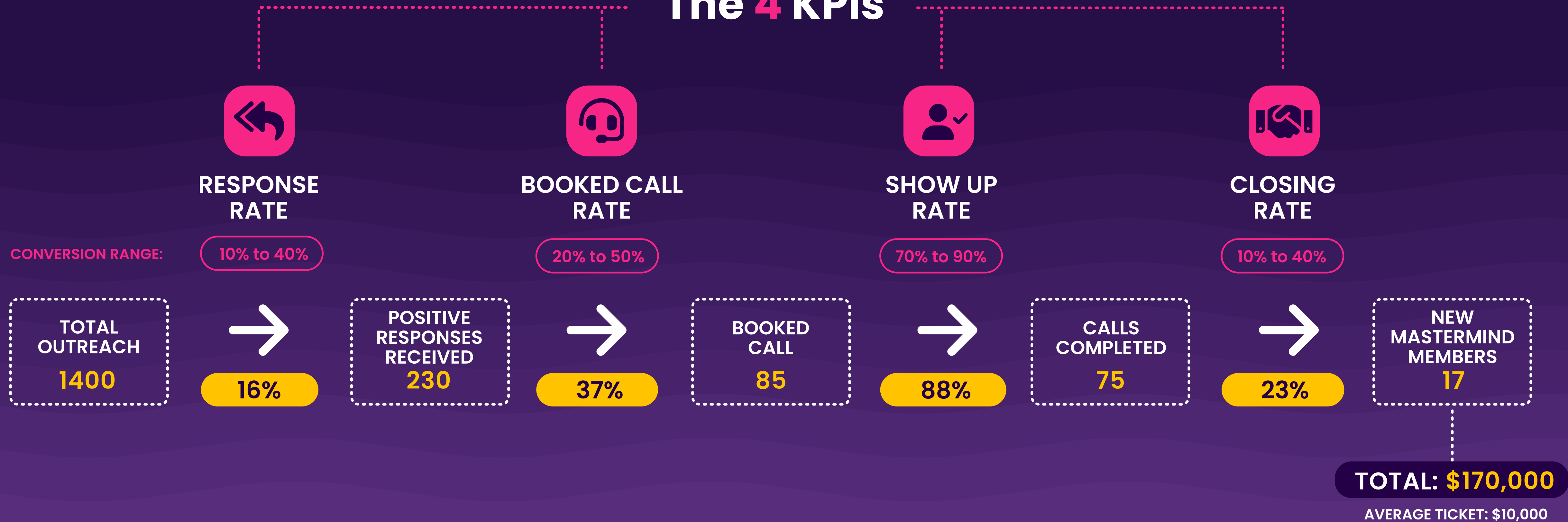
That Will Transform Your Sales Forever



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I'm a big fan of setting myself up to win before I even start playing!
The key to winning with prospecting/sales is knowing your numbers up front.
This guide below shares the conversion targets we aim for within our sales process.

The 4 KPIs



Campaign Results #1

You can see there are 4 key conversion ranges we are aiming for.



Response Rate

10% to 40%

- 👉 This rate is calculated by taking the number of positive responses you received divided by the number of outreach attempts you made, multiplied by 100.


$$\frac{\text{POSITIVE RESPONSES}}{\text{OUTREACH ATTEMPTS}} \times 100$$


- 👉 For example, if you emailed a list of 1,000 prospects and got 200 opt-ins, then your response rate would be 20%.
- 👉 In this campaign, we sent 1,400 direct messages inviting qualified prospects to our FB Group. 230 of them said yes giving us a 16% response rate.



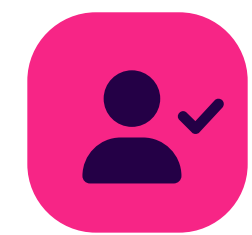
Booked Call Rate

20% to 50%

- 👉 This rate is calculated by dividing the total number of calls booked by the total number of responses received, multiplied by 100.


$$\frac{\text{CALLS BOOKED}}{\text{RESPONSES RECEIVED}} \times 100$$


- 👉 We continued to follow up and nurture these relationships via DM and then invited them to book a call.
- 👉 Out of the 230 invites sent, 85 said yes! This gave us a 37% booked call rate!



Show up Rate

70% to 90%

- 👉 This rate is calculated by dividing the total number of calls completed by the total number of calls booked, multiplied by 100.


$$\frac{\text{CALLS COMPLETED}}{\text{CALLS BOOKED}} \times 100$$

- 👉 The key here is having consistent reminders of when the call is happening. Typically, a confirmation text right after they book, a day before reminder text, and a 10 minute reminder works best.
- 👉 The reminder process above has helped us maintain a consistent 70% to 90% show rate.




Closing Rate

10% to 40%



This rate is calculated by dividing the number of new clients by the total of completed calls, multiplied by 100.


$$\frac{\text{NEW CLIENTS}}{\text{CALLS COMPLETED}} \times 100$$



The closing rate is the one that everyone typically loves the most!
Who doesn't love new clients? 😊



You can see our 23% closing rate on this campaign brought us 17 new clients.



Now let's launch your 6 figure campaign

Book a 1-on-1 Call
with one of our FlowChat specialists.

This is a value call. Owning your own business and struggling with sales sucks!

Let one of our specialists that does this everyday show you exactly how we operate these campaigns.

Book your spot here:

<https://call.FlowChat.com/1on1>



It's your time to win! Take action and don't look back.