

Sales Scorecard Dashboard

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Abstract:

Sales scorecards are great tools for keeping your sales reps accountable, evaluating your sales process, identifying top performers, and creating healthy competition.

Introduction:

The aim of the project is to build an executive dashboard to show closed-won, current pipeline, reps' performance, or regional manager's ability and more to enable their success. The development of a dashboard which illustrates that Key Performance Indicators (KPI's) can speed up this process and to help them improve their performance, so you want to break down the elements of your sales process that a rep is responsible for, and measure each piece of it.

Users:

- The dashboard design needs to consider the management and users ease of navigation through the dashboard.
- The dashboard should not display information that is more detailed than necessary and should enable the users and management
- The success and effectiveness of the dashboard will depend on the accuracy of the data used and the precision of the calculations presented.
- A simplistic design is key.

Tool and Technology:

BI Tool: Microsoft Power BI

Data Source: Salesforce

Databases: CSV

"How my company is doing?" "Where we are losing money?"
Where we are earning good?"

While metrics are important in every aspect of business, they're especially critical in sales. Sales leaders can't use their intuition to guide their decisions -- not only are they dealing with a huge amount of information, the risk of failure is too high.

Every sales leader wants to go granular level of data to know insights. Metric can be changed according to the stage of business or the product. Each metric or report should answer one specific question that is useful to take further action, impact.

A report is most valuable when it's actionable. We started by identifying which components of the process we can influence:

- What we're selling
- Where we're selling
- How we're selling
- Revenue and Profit

KPI Analysis:

1. What we're selling (products)

We had a data for accounts department from the company. The four year data had five products lines and corresponding 146 products divided in 22 product types. Every product line has it own importance and share of revenue.

What is it: To calculate it, simply subtract the sum of sales transactions by sum of total cost.

2. Going deeper at product level.
3. Where we're selling (region, state)
These products are sold in 21 countries worldwide. The strategy to expand the business depends on the share of the market.
3. Further, the whole globe was divided into four regions for a birds eye view.
4. Selling goods is one story, making profit is another? Region wise product profit analysis is shown through below chart.
5. How we are selling
The mode of communication helps marketing team and even sales team to improve its pitch.
6. Revenue and Profit Analysis
This matters the most and should be on the metric list. Planned and current revenue analysis. Per unit Cost, Price and Margin.

Conclusion:

Creating and managing to targets across a range of sales drivers will set clear expectations about what's needed to achieve success over the long-run. The sales rep Scorecard is a simple addition to your sales management bag of tricks and will help align the team, direct coaching efforts to the right people and inspire healthy competition.