



# **METRICS**

A 90-Day Implementation Guide to Help You  
Use Marketing and Sales Metrics to Level Up

Published by Deore Design

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# OVERVIEW

## Using Marketing and Sales Metrics to Level Up

To establish Strategic Alignment, you need to focus on positioning, process, tools, and metrics. This 90-day guide is centered on metrics.

You can think about the metrics like the tick marks on your marketing and sales azimuth. They are quantitative values that demonstrate there's a disconnect.

There are three keys that will help you use marketing and sales metrics to level up your efforts:

**Key 1 – Data Gathering**

**Key 2 – Quantitative Analysis**

**Key 3 – Engagement Optimization**

With these keys, you will be equipped to build, analyze, and optimize a quantitative funnel that will help your organization achieve its marketing and sales goals.

As a reminder, this material can be applied at multiple different levels. It can be applied at the organizational or departmental level. It can also be applied to a specific campaign, product launch, or other related marketing and sales initiative. For this area, we focus on application in the organizational level.

This guide will help you use marketing and sales metrics to level up. If you do not take the time to review metrics and re-evaluate accordingly, you will miss opportunities.

# 1 KEY ONE

## **The first key to using marketing and sales metrics to level up is data gathering.**

Without an understanding of the data, it can be difficult to determine what's working and what's not, especially when communicating that success or failure with leadership. There are three main elements of data gathering: what you need and an educated guess.

**Element 1: What You Need.** The first step to gathering marketing and sales data is identifying what you need. The more in depth you've considered your process, specifically your funnel breakdown and the related touch points the better off you will be. If you don't feel confident in this area, we recommend revisiting the process module.

**Element 2: An Educated Guess.** Don't worry too much about these numbers being exact. What's important here is to get something documented to have a starting point for implementation, evaluation, and improvement later on. To calculate opportunities, take your quote number and divide it by that rough percentage. To get a number of transactions, divide your total revenue by average order size.

**Note:** You can use the [Metrics Template](#) to complete these exercises and calculate your funnel numbers.

**Source the data points related to your stages, or at least as many as you can find.**

**Then, fill in any blanks, but don't spend too much time dwelling. You can re-evaluate your data in three months after you've put processes and tools in place to collect the missing pieces.**

**Note: if you'd rather do things manually, feel free to use the table below.**

Funnel Stage	# In Stage	Total Funnel	Conversion Rate	Target	Conversion Goal
Average Order Size					
Total Revenue					

# 2 KEY TWO

## **The second key to using marketing and sales metrics to level up is quantitative analysis.**

Without taking the time to analyze the data, you and your team will not be equipped to make meaningful decisions when it comes to pivoting your positioning, process, and tools to optimize the engagement of your prospects and consequently your organization's marketing and sales success.

**Element 1: Funnel Conversion Rates.** If you used the metrics template, then these conversion rates will be automatically populated in the conversion rate column. If not, then you will need to complete these calculations. To calculate the conversion rates, divide your furthest stage by the one previous. For example 3 customers divided by 6 quotes yields a conversion rate of 50%.

**Element 2: Financial Evaluation.** Similar to Funnel Conversion Rates, this element is straightforward. The time here is focused on two specific numbers: average order size and annual revenue.

## ELEMENT 1: FUNNEL CONVERSION RATES

**Review your conversion rates and make some initial deductions about the data you are seeing. Document your initial reaction to each rate as “good,” “Needs Improvement,” or “Unknown.” It may be a bit of a stretch since you don’t have any point of comparison (just yet that is!).**

Good	Needs Improvement	Unknown	Deductions

## ELEMENT 2: FINANCIAL EVALUATION

**Make a list of your different products and or services and their respective price points.**

**Put an up arrow next to the ones that are above the average order size and a down arrow next to the ones that are below the average order size.**

**Then, box the products and or services that have potential to drive up your average order size, whether that's because the offering is incredibly scalable or popular.**

Offerings	Price Points	Above or below average order size?

# 3 KEY THREE

## **The third key to using marketing and sales metrics to level up is engagement optimization.**

In this section, we will look at all of your existing data and identify opportunities for growth. This is where you have the chance to set and achieve lofty revenue goals.

Disclaimer: This element will leverage comparison with industry standard numbers. Though it can be helpful to gauge as a starting point for how you are doing, it is not always entirely accurate. That is because these standards don't necessarily take into account size, seasons, and niches. When you have a year or two of your organization's data collected, you can start to define your own best practice and use that as a point of comparison instead.

**Element 1: Defining Best Practice.** In this section, establish industry standards for the different conversion rates in your funnel.

**Element 2: Setting Goals.** With a picture of where you are at and where you have room to grow, it's time to set goals around making strides to optimize engagement and streamline your marketing and sales funnel.

**Element 3: Achieving Growth.** Given the goals you set, this element helps you come up with a plan for achieving them. Here, we revisit the conversion tactics and intentional touch point principles from the Process module.

**Research industry standards for the different conversion rates in your funnel. If you can't find an industry specific benchmark, feel free to use a generic reference point. Jot these down next to the conversion rates in your funnel or make notes on this page, and re-evaluate your initial deductions from the Key 2 exercise.**

**Notes on conversion rate industry standards:**

**Using the funnel conversion rates that you calculated and the best practice data points you researched, identify potential areas for growth.**

**Notes on areas of growth:**

**Now, create realistic goals around achieving that growth. We like to use the SMART framework when setting goals: Specific, Measurable, Achievable, Relevant, and Time-Bound.**

**Finally, brainstorm engagement strategies that you can use to achieve your metrics-driven goals. Write these as the means of which you will accomplish them.**

Goals	Engagement Strategies

# NEXT STEPS

- Schedule a sync with all related parties to review this guide
- Re-evaluate your work from the other three modules and revise as needed to put your learnings into practice
- Complete your organization's [Positioning](#) and [Process](#) Document Templates. These two together create the Strategic Alignment Guide.

Congratulations on completing your final training and best of luck on your Strategic Alignment Journey!

# REMINDERS

The question and answer session will be held on the **second Tuesday of the second month of the quarter from 12pm–1pm CST**. During this session, I will be available to help you navigate any blockers you are facing as you work to make data driven decisions.

If you need a little extra support, you can **book a 1on1 with me at [strategicalignmentprogram.com/1on1](https://strategicalignmentprogram.com/1on1)**.

