

Sales velocity – made easy!

Every B2B sales team should know their sales velocity. It equates to the amount of revenue generated daily, whilst also providing a clear guide to improvements needed within your sales process.

Use this checklist to unlock your B2B sales team's full potential.

Know your time frame –

Do you want to measure sales velocity for this month, this quarter, the year to date etc? Choose a time frame, and apply it to the following:

- 1 Number of leads –**
How many business leads were generated and passed on to your B2B sales team?
- 2 Your conversion rate –**
The percentage of business leads that became sales (e.g. 100 leads and 10 sales is a 10% conversion rate).
- 3 Average deal size –**
The average revenue gained from a sale. Add up your total revenue and divide it by the amount of sales made.
- 4 The average number of days to close –**
Calculate the number of days each sale took from lead to close, then add them all together and divide by the number of sales.

Use these figures along with this equation to discover your sales velocity!

$$\frac{\text{number of leads} \times \text{conversion rate (\%)} \times \text{average deal size}}{\text{average number of days to close}}$$

Apply this knowledge to your sales process – Now you can see where improvements are needed. Do you need to work on negotiation tactics? Do you need better quality leads or quicker sales?

Measure regularly to maintain strong sales results and hit target! – We recommend measuring sales velocity every month, and keeping track of it year to date, so you can see progress over time.



Our clients made over \$1 billion in revenue last year, thanks to new business opportunities discovered using the Lead Forensics software. We can identify your anonymous website traffic, providing contact details for businesses already interested in what you offer. Follow up business leads instantly with a tailored approach.

Book your **free demo** and **no obligation trial** today!

GET STARTED