

FREE TRIAL

How to calculate your sales velocity!

Sales velocity the ultimate secret weapon when it comes to B2B sales success! After the maths is done, the final figure will provide a guide to the revenue generated by your team daily. How do you calculate it...?

- 1** **Decide on the time frame you're measuring** – last month, this year to date, last year? The choice is yours!



- 2** Gather the **four essential figures** needed to calculate sales velocity...

- 3** **Number of leads** – how many leads have your sales team received/generated over your chosen period?



- 4** **Conversion rate** – this the percentage of those leads that converted to closed sales.



- 6** **Average number of days** it takes to transform a lead into a sale. As before, tally the days taken for every deal, then divide by the deal amount.



- 5** **Average deal size** – add up the value of every deal made this year, and then divide by the number of deals. This translates into the average of how much each sale is worth to your business.



- 7** Now you have everything needed to calculate sales velocity! And here is the formula...

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

- 8** Just enter your own numbers into the equation.



- 9** Remember – the higher the number, the more revenue you're generating daily, so a big number is a big thumbs up!



You should now be able to see the areas of your sales process that are holding you back – is your average deal size too low? Or are sales taking too long? Use these figures to plan improvements and see B2B sales wins!

Why not see how Lead Forensics can help boost your sales velocity?

Our market-leading software identifies anonymous website visitors and provides detailed insight, allowing you to follow up decision makers directly with a tailored, impactful approach.

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GET STARTED

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