

For Immediate Release
May 25, 2010

**Use Key Performance Indicators to Generate Sales Success
Says Expert Lenann McGookey Gardner**

Albuquerque, NM -- Businesspeople who want to increase sales success need to understand several Key Performance Indicators (KPIs) that gauge the potential for future sales success, says sales expert Lenann McGookey Gardner in a new article at www.YouCanSell.com.

Most companies need several sales KPIs, such as measuring outreach to new prospects, systematic and methodical follow-up, and such metrics as time spent face-to-face or phone-to-phone with prospects, a measurement that directly correlates with success in selling.

Observes Gardner, “If all you are tracking is closed sales, how do you know if your sales pipeline is healthy?”

Gardner recommends the following steps to utilize sales KPIs to generate more business and income.

Track Outreach Time

Track time spent in outreach activities such as contacting current clients, as well as new prospects, to explore generating additional business and how much time is spent following-up to close business leads. “Research shows that time spent face-to-face or phone-to-phone directly correlates to increased sales,” says Gardner.

Collect Customer Interaction Reports

Collect and track KPI metrics to see trends, ideally every ten business days. “When you see numbers that indicate your people are increasing the amount of time they’re spending customer-facing, you’re on the right track toward more business,” says Gardner.

Share Stories

Gardner recommends sharing KPI information with the entire sales staff in a bi-weekly in-house newsletter that recognizes selling successes and motivates continued focus on improving selling results for the next two weeks. “Internally sharing this data, plus selling stories, not only motivates your team, it helps them learn from each other about how to improve future sales outcomes,” explains Gardner.

For more information, [read the full article “Do You Have All the Elements of a Solid Sales and Marketing Foundation for Your Business?”](#) in the articles section of www.YouCanSell.com.

Lenann McGookey Gardner is an international sales expert and the author of *Got Sales? The Complete Guide to Today’s Proven Methods for Selling Services*, which was nominated for the Axiom Business Book Award as the best sales book of the year. She is a Harvard MBA, a magna cum laude graduate, and winner of the American Marketing Association’s Professional Services “Marketer of the Year” Award for her state. Learn more at www.YouCanSell.com.