

North Star Metrics/KPIs Playbook

Align your entire organization around 'North Star' metrics and key performance indicators (KPIs). Refine the blizzard of data to establish what is truly important to deliver revenue performance and predictability. Our customized reports and dashboards provide proactive visibility into the state of your business.



Benefits

North Star Metrics and KPIs help you manage your sales organization for maximum results, providing a data-centric dashboard aligned to organizational objectives. It also provides an early warning capability to pinpoint changes in tactics or strategies to meet defined corporate goals or outcomes.

“North Stars” – clean line-of-sight to measure the health of sales.

Define the reports and dashboard elements that define success in your sales efforts. Provide transparency across the entire organization on how success and failure are measured. Structure the entire ‘lead to cash’ visibility so each member of the sales team can see exactly how their efforts impact outcomes.

Establishing “North Stars”

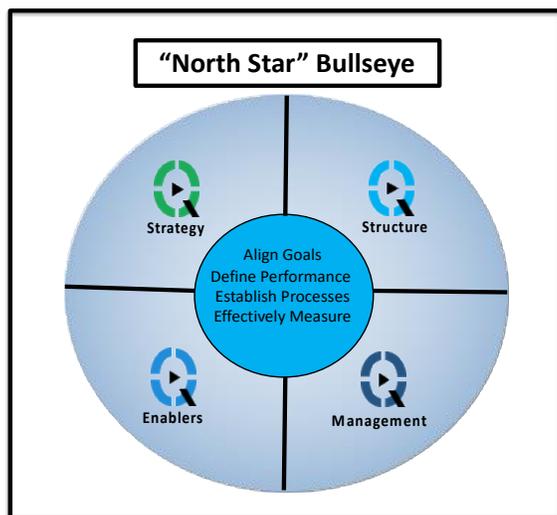
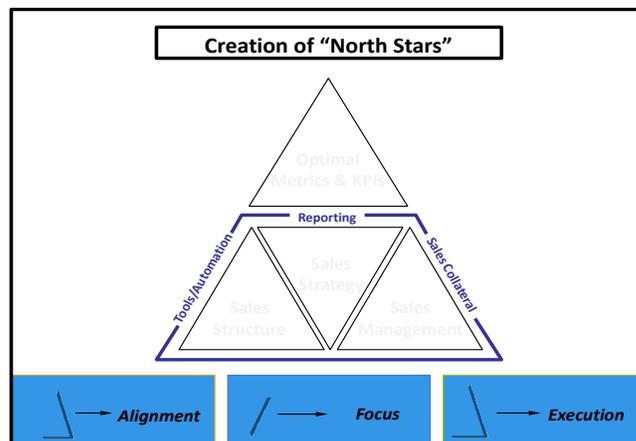
Define those metrics and KPIs that are endorsed and owned across the organization. QSS will work with you to create meaningful metrics and KPIs that align with:

Strategy: your near-term and long-term bookings and revenue goals

Structure: what process, procedures and inter-dependency are required to meet your goals

Enablers: what performance and predictability tools are in place

Management: what is required to drive enterprise collaboration, performance and profitability



Hitting the Bullseye

The bullseye for metrics and KPIs includes:

- Alignment of goals across your organization.
- Transparency in defining and aligning performance objectives.
- Metrics and KPIs that effectively measure:
 - Sales Processes
 - Sales Behaviors
 - Forecast Accuracy

Why QSS?

The science of selling is in our DNA. Our senior advisors leverage their years of experience compiling, producing and analyzing sales performance data to develop the right metrics and KPIs to drive your business. We engage your sales, sales operations, marketing and management teams to define, deploy and modify these North Star Metrics and KPIs. The outcome will be a refined list of metrics and KPIs to ensure you drive consistent revenue performance and predictability.

To find out more about North Star Metrics:



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Strategies