

A P E R F O R M A N C E M A N A G E M E N T T O O L

The Outcome-Rate Scorecard

Three rates per producer — for sales leaders done coaching volume instead of skill.

Your activity dashboard is up and to the right.

Why isn't your revenue?

Activity capture has never been more complete, and results keep falling anyway. A count measures effort. It cannot tell you whether the effort works — and it pulls every coaching conversation toward “do more” when the problem is almost never volume.

70%

of producer time goes to non-selling tasks

67%

of producers don't expect to hit quota

17%

of tracked sales metrics can be directly managed

The Outcome-Rate Scorecard

Three conversion rates, per producer, on a trailing 90 days. Rates are where coaching lives.

01

Touches → Meetings

THE RATE

Meetings booked per 100 outbound touches.

HOW TO READ IT

- Low rate: a targeting or messaging problem — not an effort problem.
- Coach the first 30 seconds: list quality, relevance, the opening ask.

02

Meetings → Opportunities

THE RATE

Qualified opportunities created per 10 first meetings.

HOW TO READ IT

- Low rate: a discovery or qualification problem.
- Coach the conversation: problem questions, fit criteria, the walk-away.

03

Opportunities → Wins

THE RATE

Wins per 10 qualified opportunities.

HOW TO READ IT

- Low rate: a champion, access, or late-stage control problem.
- Coach the close path: multi-threading, written next steps, mutual plans.

T H E D E C I S I O N R U L E

The one-line rule that reorders every pipeline review.

**Coach the lowest rate,
not the lowest volume.**

Rank producers by rate, not activity. The producer with the most touches is rarely the one with the best rate — and the one with a modest count and a high rate holds the skill the rest of the team needs. Volume amplifies whatever the rate already is.

How to use this in your next pipeline review

Stop Doing

- Reviewing raw counts — dials, emails, meetings logged — in 1:1s
- Ranking the leaderboard by activity volume
- Responding to a missed month with “do more”
- Setting activity minimums with no paired rate

Start Doing

- Putting the three rates on the table for every producer
- Coaching the lowest rate with a named skill fix
- Pairing every count you keep with its conversion rate
- Re-scoring on a trailing 90 days every month

Run it on your top and bottom producer first. The leaderboard will reorder.

K E E P G O I N G

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