Sales Optimization Scorecard

Make sure your business development "engine" is operating & reporting in a world-class way.

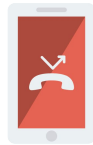Do you know the top 3 brands that people are interested in on your website?

Do you know the top 3 product categories viewed on your website?
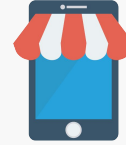
What do you believe is a "long time" for a visitor to be on your website?

Approx. how many phone calls per month do you believe you get from the internet?

Approx. what percentage of calls that come into your business do you believe are missed?

Have you ever tracked phone calls from your company's Google My Business page(s)?

Do you know which page on your website gets the most form fill outs?

Do you get a heatmap report each month that shows you what parts of your website people like vs. not like?

Do your website visitors get "retargeted" to after leaving your site?

Compared to your top 3 competitors, is your company's performance on the web better, even or worse?

Do you know how many percent of the market you currently show up to versus your competitors?

Do you have a sales meeting at least once a week where your team shares their wins/ challenges & are held accountable to filling in notes on a CRM software/sheet?

Most importantly…

Is there somebody at your company (employee or outside vendor) directly responsible for making sure the internet channel is operating efficiently & generating an adequate ROI?