



QUALITY CUSTOMER SERVICE & SALES

QCSS

CALL CENTER & TELEMARKETING FIRM

The Insider's Guide

800.609.9046

How Important is Tracking?

"Don't lower your expectations to meet your performance. Raise your level of performance to meet your expectations." - *Ralph Marston*

A typical rule of thumb for many businesses goes – **you can't manage what you can't measure**. This holds to be very true in most business-world scenarios. Yet, if you look at how many small-to-medium sized companies run operations or campaigns with undefined key metrics, you may be astonished. Improperly gauging the work that goes into specific sales/marketing efforts will leave **no determination** as to **how effectively a unique strategy worked**. For many of these businesses, it creates a serious competitive weakness.

When your strategies cannot be quantified,

- Future decisions are mostly based on limited perception – resulting in more 'gut instincts' rather than factual conclusions
- Effectiveness and ineffectiveness is difficult to measure considering performance is subjective and can be perceived with a bias
- Without measurable standards, poor performance can become acceptable with unclear benchmarks & goals

So, one of the most important aspects in a company's success is **effective** metrics that allow for positive and realistic growth. **An experienced call center that knows how to measure KPI's** (Key Performance Indicators) **will help guide your business onto the right path.**

Many sales pipelines can be long and complicated. It is not out of the ordinary for sales managers to lose grasp on how the end result (the closing of sales) was achieved. In other words, when management is working from a telescope perspective, they often miss many of the microscopic triggers that make or break a project. It is in this fog of sales and marketing efforts that a business may not entirely see which processes achieve *what*.

With lead generation, for example, a call center can contact a list of clients and return specific relevant tracking information. You can get daily, weekly, monthly or project-based reports that break down how much average time it takes to generate a lead, completed dials/calls per hour, presentation and appointment rates, along with penetration and conversion percentages. **A call center program initiative will allow you to learn how to streamline KPI's to more closely predict your sales cycle.** You can then carry over these metrics to other sales and marketing functions to pinpoint their strengths/weaknesses.

Avoid going in circles with your company's sales initiatives! Establish a real plan of action by taking the next step in defining a structure for tracking metrics. Abandon the counter-productive approach of only looking at the results of your campaigns. There are factors such as calls/presentations per lead, the elimination of non-qualified suspects and better demographic targeting that can all benefit from better tracking.

Call QCSS today and **see how we can align our expertise with a fully track-able project** that can benefit your sales model, sales forecasting, and even lead nurturing.



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