

Weekly Sales Productivity Scorecard

Every day provides you with at least 8 hours of productive selling time.
Score one point for each hour that was truly spent on sales related activity.

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

We're looking for 12 sales letters to be sent out each week.
Score 2 point for each sales letter sent.

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 5 points for each first meeting with a prospect, or with a new contact within a customer.

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 3 points for each quote opportunity with a prospect.

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 3 points for each "selling" call on a current customer. (Remember, selling calls are not the same as "social" calls. On a "selling" call, you ask specific questions to identify new product or service opportunities, and then talk about your capabilities as they relate to those opportunities.)

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 5 points for each **BRONZE MEDAL** activity (defined as a significant accomplishment with a customer, resulting in business you wouldn't have gotten without sales effort.)

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 7 points for each **SILVER MEDAL** activity (defined as a significant accomplishment in the process of building a relationship with a prospect.)

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

Score 10 points for each **GOLD MEDAL** activity (defined as the first order from a new customer.)

MON _____ TUES _____ WED _____ THURS _____ FRI _____ Sub-Total _____

We are looking for at least **35 hours** of productive selling time each week. We're also looking for you to **send out 12 sales letters each week**, and start on the follow-up process toward the initial goal of getting that first appointment...gaining **1-3 first appointments** each week. As a result of those appointments, we're looking for **1-3 quotes** each week from your prospect group, and we're also looking for **4-6 "selling" calls on current customers**. All of this selling activity can be expected to produce consistent **Medal Level Accomplishments!** Based on these expectations, here's how one week's scorecard might add up:

35 hrs of productive selling time:	35 points
12 letters sent	24 points
2 first appointments	10 points
2 quotes from your prospect group	6 points
5 "selling" calls on current customers	15 points
10 Medal Level Accomplishment points	<u>10 points</u>
	100 Points

Name:

Week Of:

Total Points: