

## Keeping Your Pipeline Full

Write down how you ensure that your sales activity is consistent. What do you do and how do you do it?

**Do you currently understand what your averages are?**

**Write down and/or work out the following if applicable to what you sell:**

Percentage of calls that get returned from voicemails

The number of calls you have to make to have a decent conversation with a decision maker

What percentage of your calls does the gatekeeper say “He/she has just gone into a meeting?”

How many decision makers do you need to speak to in order to make 1 face to face appointment?

What percentage of the meetings you set actually go ahead?

What percentage of your meetings result in a sale?

For an average amount of?

Do you keep other performance measurements? If so what are they and how do you actually use them in your selling?