EverReady

PRACTICAL GUIDE · 2026

SALES EXECUTION

10 sales KPIs that reveal if you're on track to close

The activity, engagement, and pipeline signals that separate deals on track from deals quietly slipping away.

4
activity tracking metrics to catch weak signals early

3
engagement metrics that show real buying momentum

3
pipeline metrics that expose stalled deals

TOP ACTIVITY TRACKING METRICS

Catch weakening pipeline before it shows in numbers

1

Total outbound interactions with prospects

Emails, meetings, calls, video calls. A drop in commercial activity can be an early warning sign of a weakening pipeline in the coming months. Spotting these weak signals early allows you to act before they impact results.

2

Total meetings held by your teams

Every deal starts with a meeting. Label each one accurately (demo, follow-up, workshop) to gain visibility, track progress, and build smarter, more actionable reports.

3

Total interactions per account per rep

Track how many interactions each rep has with each account to see where time and energy really go — low- or high-potential accounts — and adjust strategy accordingly.

4

Time between lead reception and first contact

Leads contacted within 30 minutes are 50% more likely to convert. Speed matters — prospects are most interested right after they show interest. Automate alerts and prioritize leads to boost conversion.

TOP SALES ENGAGEMENT METRICS

Read momentum before it turns into a signed deal

5

Total interactions with new contacts

On average, 6 to 10 stakeholders are involved in the decision. Each new contact engaged is a signal of momentum — your solution is being discussed and gaining traction internally. The more contacts activated, the closer you get to consensus and closing.

6

% interactions with decision-makers

Not all engagement is equal. A high share of interactions with decision-makers signals the deal is reaching a critical phase — priorities are aligning, and the window to close is either opening or closing fast.

7

Last inbound interaction date

In B2B sales, long silences are red flags. Too much time since the last inbound interaction often signals low stakeholder engagement and growing deal risk — track it to spot stalled opportunities early.

TOP PIPELINE METRICS

See where deals really stand, not where they say they stand

8

Total amount of open opportunities

The overall value of your open pipeline is a key indicator of future revenue. **A pipeline worth 3× your sales target** is generally a healthy benchmark — enough coverage to absorb delays, losses, and slippage while still hitting your number.

9

Total interactions per opportunity stage

Track how effort is distributed across each stage of the pipeline to see where sales teams focus their energy — and whether that effort actually moves deals toward closing.

10

% open opportunities with no interaction

Deals showing little to no recent activity often indicate stalled progress. A high share of such opportunities signals risk and lost momentum — identify and re-engage them early before they quietly slip away.

Track every signal, automatically

EverReady captures every interaction and turns it into the KPIs that tell you which deals are really on track.

Request a demo →

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