Closing Ratio Guide
To be used when running closing ratios from the Detailed Marketing & Sales Reports

When calculating the closing percent (%) for the sales reps at your company, what matters most?

SCENARIO 1
Lead (Inquiry)

DEFINITION:
If the sales rep was given a lead (inquiry), did they sell it or did they not?

BEST FOR:
- *Companies who often have 2 or more sales calls to close.*
- *Companies who don't count multiple appointment against the rep in the closing ratio calculations.*

If a job cancels after the rep sells it (for whatever reason) do you want the cancelled sale to count against the sales rep?

YES	NO
Inquiry to Net Sold	**Inquiry to Gross Sold**

SCENARIO 2
Appointment

DEFINITION:
Any appointment with an assigned sales rep, and has an appointment date will count toward the closing ratio, regardless of the result of that appointment.

BEST FOR:
- *Companies who assign a rep after the appointment is confirmed,*
- *Where the rep sets his or her own appointments,* or companies working for a one call close.

If a job cancels after the rep sells it (for whatever reason) do you want the cancelled sale to count against the sales rep?

YES	NO
Appt. to Net Sold	**Appt. to Gross Sold**

SCENARIO 3
Issued Appointment

NOTE:
This closing ratio ONLY WORKS if the Date Issued field in the add/edit appointment screen in MarketSharp is filled out.

DEFINITION:
Only appointments that are actually listed as issued to the sales rep will count towards the closing ratio regardless of the result of that appointment.

BEST FOR:
- *Companies who issue appointments to the reps the same day*
- *Where the rep is issued an appointment and is responsible for any outcome.*
- *Remember, this is only for companies using the Date Issued field in MarketSharp.*

If a job cancels after the rep sells it (for whatever reason) do you want the cancelled sale to count against the sales rep?

YES	NO
Issued to Net Sold	**Issued to Gross Sold**

SCENARIO 4
Demo (Presentation)

DEFINITION:
Only the appointments where the rep conducted a demo (presentation) will be counted in the closing ratio calculation.

BEST FOR:
- *Companies looking for a demo to close rate*
- *Companies counting only those appointments that resulted in a demo (presentation) in the closing ratio calculation.*

Does it matter if the rep sells the job after the first presentation? Meaning: does it count against the rep if they had to do more than one demo (presentation)?

YES		NO	
If a job cancels after the rep sells it (for whatever reason) do you want the cancelled sale to count against the sales rep?		If a job cancels after the rep sells it (for whatever reason) do you want the cancelled sale to count against the sales rep?	
YES	NO	YES	NO
Presentation to Net Sold First Call	**Presentation to Gross Sold First Call**	**Presentation to Net Sold**	**Presentation to Gross Sold**

TECH TIP # 2: *Conversion Ratio v. Total Numbers*

Conversion Ratio: Used when looking to see if a lead, appointment, etc. CONVERTED to the next step in the sales process; meaning, did the lead turn into an appointment? A Presentation? A Sale? Regardless of how many times the salesperson went to the house. This reporting style is handy for lead source reports and marketing numbers.

Total Numbers: Used when looking to see how MANY TIMES something happened during a time frame. How many appointments did this salesperson have? How many presentations did they actually do? This reporting style is handy for salesperson reports when multiple appointments matter.

See the Report Columns Cheat Sheet for more information.

TECH TIP # 1: *Don't forget about the "Filter Options" (aka: the date ranges).*

Inquiry Date Range: Best for companies looking for information about LEADS (inquiries) – Ex: for the leads (inquiries) that have come into our database, how many of those converted to sales?

Appointment Date Range: Best for companies looking for information about APPOINTMENTS run during a time frame– Ex: how many APPOINTMENTS were run during this time and how many of those converted to sales?

Appointment Set Date Range: Best for companies looking for information about appointments SET during a time frame – Ex: how many appointments were SET during a specific time and did they turn into sales?