

OKRs for Sales Department

Sample objectives and key results for sales roles, from the VP to customer success

What sales is for

A sales department is the bridge between a company and its customers. It finds new customers and looks after existing ones. Good salespeople understand what each customer needs and offer it, and they keep trying to beat their own previous targets.

OKRs help sales teams grow the business. The goals should be measurable and motivating, and they can belong to one person or to the whole team.

Sales covers finding leads, connecting with them, understanding their needs, presenting the product, and keeping the relationship going through feedback and regular contact. The OKRs below are tied to those jobs, with sales growth as the aim.

Sample OKRs by role

Sales VP

O1	Build a new sales team for northern India
KR1	Select 20 top performers to handle sales in the north
KR2	Walk the new team through the full plan within 2 days of selecting them
KR3	Run a weekly survey to track sales growth

O2	Grow sales in northern India
KR1	Build a team of 25 sales reps for the region
KR2	Win 50 new customers in the north
KR3	Design a new strategy and go over it with the reps

O3	Grow upsell and cross-sell
KR1	Increase revenue from upselling and cross-selling by 40%
KR2	Keep customers engaged and reach 80% retention
KR3	Meet the team once a week

Sales Manager

O4	Hire the best sales representatives
KR1	Research and shortlist 30 candidates within 15 days
KR2	Keep the ratio of hires to interviews at 1 to 4

O5	Hit the sales target in the north
KR1	Raise the customer success rate by 40%
KR2	Close Rs 1 lakh in sales in the north
KR3	Close Rs 2 lakh in upsell and cross-sell

O6	Recruit strong salespeople for the north
KR1	Appoint 2 inside sales managers within a month
KR2	Appoint 6 inside sales executives within a month

Inside Sales Manager

O7	Build and maintain the sales funnel
KR1	Keep 500 active customers each month
KR2	Reduce customer turnover by 10%
KR3	Generate 5 new leads a day

Inside Sales Executive

O8	Sharpen sales skills
KR1	Raise customer success by 20% each month
KR2	Complete 10 hours of training a week
KR3	Add 1 new prospect to the pipeline every week

Sales Training Manager

O9	Build a top-performing sales department
KR1	Certify 90% of sales reps on the company's sales methodology
KR2	Raise the conversion rate by 10%
KR3	Hold a 1-on-1 meeting with every sales rep
KR4	Run a survey every week

Channel Partner Sales

O10	Grow sales through referral partners
KR1	Sign 20 new referral partners in every location
KR2	Raise the referral fee to 5%
KR3	Add a referral program section to the website
KR4	Onboard each new channel partner within one week

Pre-Sales and Sales Enablement Manager

O11	Improve the sales analytics process
KR1	Roll out the new sales analytics and process within 2 weeks
KR2	Review the analytics every week and share them with the team
KR3	Set up the sales cycles and hold a session to explain them

Customer Success Manager

O12	Build a strategy to improve customer success
KR1	Respond to 100% of customer queries
KR2	Resolve every query within 2 days at most
KR3	Collect customer feedback every 2 weeks
KR4	Offer new customers free service for their first 3 months