



SALES KPI FRAMEWORKS

Always free for individual contributors on Alysio.ai

WHY THEY WORK

With more than **1M+ sales activities** in Alysio, we know what daily KPI's, behaviors and frameworks you can implement to uncover success within your team.

If you're just getting started - we make it easy by giving you frameworks used by some of the most successful GTM teams all over the world.

Stop asking yourself what a great day in sales looks like. **You've got your answer** 🙌



“Sales organizations are being forced to produce more revenue at better margins. With Alysio, we control the quantity and quality of our actions every day. It is a self-sustained process on my team that **increased our productivity by 30%.**”

Kyle Asay, VP of Sales

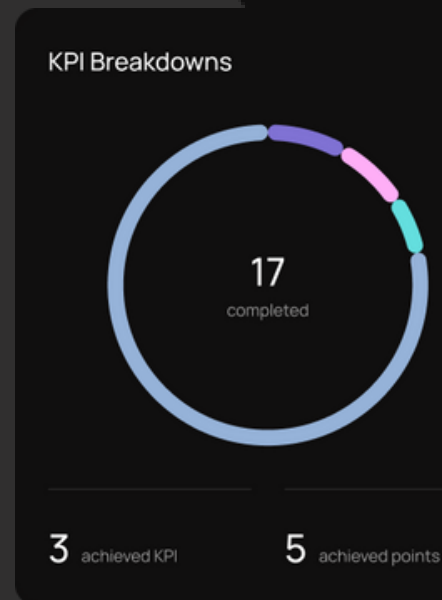


THE 10 POINT SYSTEM

We've heard time and time again that "activity minimums" and "cold calls + emails" no longer works as an effective GTM strategy.

That's why on Alysio's people performance platform, everyone is held to a weighted standard based on their tenure, career experience, value-prop, industry, etc.

Here are 10 effective KPI frameworks, all weighted to 10 points a day, that can help anyone in their GTM role build leading indicators that ensure success. Just complete the activities to earn your point for the day.



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- KPI Settings
- KPI Name
 - Correct Contacts
 - Demonstration Meeting
 - Initial Discovery Meeting Set
 - Outbound Calls
 - Outbound Emails
 - Outbound Opportunity Created

30 DAY RAMP SDR KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	15	1
Outbound Emails	20	2
Prospects Added to Cadence	10	1
Outbound Calls With Conversation	1	1
New Companies Engaged	3	1
Personalized LinkedIn Message	10	1
Meeting Booked	1	1
Meeting Held	1	1
Email Replies	2	1

60 DAY RAMP SDR

KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	25	1
Outbound Emails	20	2
Prospects Added to Cadence	10	1
Outbound Calls With Conversation	2	1
New Companies Engaged	3	1
Personalized LinkedIn Message	10	1
Meeting Booked	1	1
Meeting Held	1	1
Email Replies	2	1

FULLY RAMPED SDR KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	30	1
Outbound Emails	20	2
Prospects Added to Cadence	10	1
Outbound Calls With Conversation	4	2
New Companies Engaged	3	1
Personalized LinkedIn Message	10	1
Meeting Booked	1	1
Meeting Held	1	1
Email Replies	2	1

SR. SDR KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	40	1
Outbound Emails	30	2
Prospects Added to Cadence	15	1
Outbound Calls With Conversation	4	2
New Companies Engaged	3	1
Personalized LinkedIn Message	10	1
Meeting Booked	1	1
Meeting Held	1	1
Email Replies	2	1

JR. AE KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	20	1
Scheduled Next Event	1	2
Personalized Outbound Emails	10	1
Demo Meeting Set	1	3
Personal Development Hour	3	1
Meeting Held	1	3
Opportunity Created	1	1
LinkedIn Conversation with ICP	5	1

AE KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	10	1
Scheduled Next Event	1	2
Personalized Outbound Emails	10	1
Demo Meeting Set	1	2
Personal Development Hour	3	1
Meeting Held	1	2
Opportunity Created	1	1
LinkedIn Conversation with ICP	3	1

SR. AE KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Outbound Calls	10	1
Scheduled Next Event	1	2
Personalized Outbound Emails	10	1
Demo Meeting Set	1	2
Personal Development Hour	3	1
Meeting Held	1	2
Opportunity Created	1	1
LinkedIn Conversation with ICP	3	1

ENTERPRISE AE KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
New Discovery Meeting	1	3
Customer LinkedIn/Email to contact	5	1
Set Partner Discovery Meeting	1	1
Make a Pipeline Plan + Update CRM	1	2
Cold Call with Conversation	1	2
Meeting Held	1	2
Set Up Next Meeting	1	4
Response With New Info	1	1
Prospect Added to Cadence	12	1

FOUNDER-LED **KPI** FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Set New Discovery Meeting	1	2
Set Partner Discovery Meeting	1	1
LinkedIn Post	1	1
LinkedIn Message to ICP	3	1
Meeting Held	1	2
Set Up Next Meeting	1	4
Response With New Info	1	1
Prospect Added to Cadence	12	1
Cold Call with Conversation	2	1

PARTNERSHIP MNG.

KPI FRAMEWORK

10 POINTS DAILY

KPI ACTIVITY	KPI #	VALUE
Set New Discovery Meeting	1	2
Identify New Partner Ops	10	1
LinkedIn Post	1	1
LinkedIn Message to ICP	3	1
Meeting Held	1	2
Set Up Next Meeting	1	4
Response With New Info	1	1
New Partnership Launch	1	5
First Partner Sources Deal	1	5



Thanks for reading!

You can start tracking your own KPI's or get the full team experience today at Alysio.ai