

- Kendra: [00:04](#) You are listening to the Level Up podcast, a podcast for high performing business women and I am your host Kendra James-Anderson. I am CEO of the Finance Femme LLC and a virtual CFO to several successful women entrepreneurs. Here I'll be sharing business tips and the occasional life hack to help you get higher profits in business and more time to live your best life. Whether you want to scale your business to six or seven figures and beyond, have already hit millionaire status or if you're just getting your business started, this is the podcast for you.
- Kendra: [00:51](#) Hey guys, Kendra here with another episode and this one is all about wanting more sales and how we can get more sales but in a clever, in a different way than you're probably used to hearing. So if you often say, I want more sales, I want more sales, well this is the episode for you.
- Kendra: [01:09](#) Because oftentimes I hear people say, I want more sales all the time. I hear people say, I want more sales. But here's the thing - more sales is the end result of something. It's not an action that you take. It's an action that your customers or clients take as a result of actions that you take, right? So more sales is the end result. It's not something that you do. You don't create more sales in your business, your customers and clients create more sales based off of things that you do.
- Kendra: [01:38](#) So follow me here. It's akin to saying I want to be healthier. So just saying that doesn't do anything. Just saying I want to be healthier doesn't make you healthier. You become healthier as a result of doing certain things. So perhaps that's eating better, working out, drinking more water and sales is the same thing saying I want more sales means you have to take certain actions and just like getting healthier. There are specific things you can measure to see if you're getting closer to the end result that you want, which in this situation is more sales.
- Kendra: [02:12](#) So these things that you're measuring are metrics. So metrics are just measurements and health. This may be tied to blood pressure, cholesterol, weight and sales. This may be tied to conversions, order value, retention. So if those metrics that I just spit off sound foreign to you, or if you want to hear more about specific metrics that you should be tracking based on your industry, then this is the podcast episode for you.
- Kendra: [02:40](#) So in this episode, I'm going to give specific metrics that you should be tracking and because it varies by industry, I'm going to break it down specifically for eCommerce and retail and then also for coaches and for consultants. So two different industries and check the show notes for timestamps so that you can go

straight to your section if you'd like to. But truly I recommend that you listen to both industries because well, you know, knowledge is power and you might hear something that'll spark something that you can still use in your industry. So let's get into it. And let's start off with eCommerce and retail.

Kendra: [03:15](#) So here are few metrics that if you're an eCommerce or if you have a brick and mortar retail store that you want to pay attention to. So first step is average order value. So when you make a sale, what's the average dollar amount of your customer's order? Is it \$52 and 13 cents? Is it \$12 and 34 cents? You want to know the exact number. Don't estimate it. Don't round up. And this is key because you can track this over time and see how it goes up or down based on month, which is seasonality, which we'll definitely talk about later and maybe even fully in a later episode because it's so important and so many people don't think about it. But yeah, this can go up or down based on the month. This can go up or down based on sales or discounts that you're running and many other factors. So you really want to pay attention to your average order value is absolutely without a doubt, one metric that you have to pay attention to if you are an eCommerce, you know our brick and mortar retail.

Kendra: [04:13](#) Additionally, there's average orders. So the average number of orders, how many orders do you make each month? So again, watch this month over month, see how it changes over time. See how it changes during discounts and promotions and sales that you're running during new product launches. Get familiar with the seasonality in your business based off of numbers and not just feelings. I often hear, Oh well the business is slow during the summer or slow during the winter, but look at your metrics and see is that really so is it so because you're just letting it be that way cause you just hear on the street that it's slow during the summer or is there something that you can really do about it?

Kendra: [04:53](#) Can you change some of your metrics so that you can actually still make good sales in your "slow season"? So base it off of numbers and not just feelings.

Kendra: [05:03](#) Another metric is average customer visits. So online, this is really easy to check, right? You could check your eCommerce store for your metrics on the number of visitors that are visiting your online store. Shopify, like a lot of the major eCommerce sites obviously have this metric pulled into your dashboard. If you're a brick and mortar, you can track this as well. I've actually had brick and mortar clients just pay a college kid to

come stand at their door with a little counters, a little button that they click in their hand. You see people do this at carnivals and fairs and things like that to track how many people are coming in and out of your store to track the number of foot traffic. So you really want to do this if you feel like you have a foot traffic problem.

Kendra:

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So here's an example. If let's say 80% of the people that visit your store actually buy something from your store, so this is a brick and mortar example. If 80% of the people that visit your store buy something, but you're in a low foot traffic area, you can have an effort. You should make an effort to drive more traffic to your store because you can see through your metrics that you don't have a conversion problem. You're converting 80% of people that come in, but you have a traffic problem, but you don't necessarily know how much traffic you're making unless you actually count it. Of course you can feel like Fridays are heavier or Wednesdays are slower, but unless you have some solid numbers that you can then see, okay, well these past couple of Wednesdays we had 260 visitors, but now we're getting 400 and something visitors. Those are specific numbers that you have to actually get the numbers to be able to base it off of a fact and not just feeling.

Kendra:

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So another metric is the average number of units per order. So are people just buying one or two items when they close out? Are they buying four or five items when they close out? As an example, if your average order value is \$42 and 15 cents. So again, this was the metric that we first started talking about. So your average order value is \$42 and 15 cents and your average number of units per order is two items. Let's say you want to boost your average order value from \$42 and 15 cents to \$50 well that might mean just increasing the average units per order from two to three units. If you get them to just buy that belt or buy that extra t-shirt before they close out, you can boost up your average order value. And this is why a lot of shoe stores, they always try that last minute push to get you to buy those socks or to get you to buy that leather cleaner. They're trying to boost the number of units per order, which really what they're trying to drive up is the average order value.

Kendra:

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So another metric is the average price of items sold. And I like this metric because it helps you learn more about your demographic. So if in your store, whether it's brick and mortar or online, if you have \$20 items in your store as well as \$80 items in your store, this helps you know what's selling without actually looking at the inventory that's selling. You can look at this metric and you can see the price point that your

demographic is gravitating to. So if you have \$20 items and \$80 items, and let's say it's equal, you have, you know, an equal number of \$20 and \$80 items, but your average price of items sold is \$32 well clearly you're selling more of those \$20 items than the \$80 items. And it just helps you from a buying perspective to know where your demographic is going.

Kendra:

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Now another one that I am obsessed with is the percent of discounts. Given this is a majorly important metric, so many retailers are literally giving away their products. If you constantly have to give discounts to make decent sales in your store, you're likely overpriced, or you've trained your customers to wait for discounts to buy anything from you. And I know this because I've been trained by stores, there are certain stores that I will not shop at until I get that discount code because I know every week in my inbox, I'm going to have a new discount code from them. So why would I ever pay full price? So don't get discount crazy. Instead you want to focus on pricing right from the beginning. And if you have multiple sales reps, you also want to track this metric at the sales rep level too - not just the store level.

Kendra:

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So example, if you, you know half percent of discounts given you want to know that by the store, but you also want to know how much are your sales reps giving as a percent, right? I had a client that we found out that one of her sales reps was consistently discounting at about 30% so that means if she sold \$1,000 worth of product one day in the store, the store actually only collected \$700 right? And so if you back out the cost of the actual inventory, the cost of the thousand dollars with a product that was sold and all the other operational costs like running the payroll for that sales rep, you really haven't made much money because your discount and you're giving away so much in discounts. So you want to track that percent of discounts given by store, but also by individual sales rep.

Kendra:

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The last set of metrics that I'll give you for eCommerce and retail is just in general sales rep metrics. So all of the things that we talked about before. And then there are some other metrics as well as far as like how much you're paying them and how productive they are, how much they're actually selling. But there's a whole slew of sales rep specific metrics that you wanna track. So track things at the sales rep level too, and not just the overall store. That way you can find out which sales reps are killing it for your business and you can find out which reps are literally killing your business. So you want to be able to track store level as well as sales rep level.

Kendra: [10:40](#) That's a few for eCommerce and for retail there are, of course, there are more. You do not want to get metric crazy because you want to actually track these and be able to look at these and don't get overwhelmed by having 50 metrics. Focus on a few and learn those and consistently track those and stay tuned if you're in eCommerce and we tell, because I'm going to give you still some more information at the end of the podcast about how to use these metrics.

Kendra: [11:04](#) But next up, let me give some metrics to the coaches out there. And this also works for, for consultants for the most part as well. So the first metric is the number of prospects. So this is based on your sales funnel and this can be the number of people on your email list that came through a certain funnel or it can be the number of people who requested a consultation. It's essentially the number of people that have expressed interest in what you do. So you want to track that. It's kind of like the starting point of your pipeline and because if it's growing and you have a high conversion rate, then that might result in a waitlist. So if you have a bunch of people who are interested in working with you and you're able to convert them on a sales call and they're like, yes, I want to work with you, well now you have this huge list of people that want to work with you and maybe you can't actually carry out the work and that might result in a waitlist, which means that you may need to expand your team so that you can serve more people.

Kendra: [11:58](#) Now conversely, if your prospect list isn't growing or if it's stale and month after month, the count of prospects that you have is just kind of not really moving at all, then that might show you that you need to focus on your marketing efforts.

Kendra: [12:12](#) So the first one is number of prospects, and the second one is number of qualified leads. Now this is different then the number of prospects. And oftentimes people don't think about the difference, but the prospects are those who express interest to you. The qualified leads are those prospects that have been vetted by you as a fit for your ideal market. Okay.

Kendra: [12:35](#) So as an example, I had people that express wanting to work with my firm, the Finance Femme all the time. They're either wanting accounting services or finance services or business strategy services, but because our service offerings and how we specifically built our services are built to support scaling businesses, businesses that are typically in the multi six figure and the seven figure and beyond range. So it doesn't make sense for us to work with startups because our service is geared towards helping businesses increase their margins, make

operational decisions around hiring and firing so that they have a more efficient team. We do complex inventory systems, so things that are typically too far ahead for startups.

Kendra: [13:20](#) So if you're, you know, let's say you're just starting a business and you're making \$5,000 a month, you might be a prospect for the Finance Femme, but you're not a qualified lead for the Finance Femme. So coaches and consultants out there, you want to know the difference between your prospects and your qualified leads? Know what makes them qualified. What's the thing that you need to vet for them to see if they are actually a qualified lead.

Kendra: [13:45](#) And coaches, please be aware of chasing vanity numbers. It's about quality, it's about the number of qualified leads. Those are your quality leads. So it's not about the size of your email list, it's not about the number of followers on your social media. It's about the number of qualified leads. Okay?

Kendra: [14:07](#) Now another set of metrics that you want to pay attention to are your conversion rates and your conversion rates at different points. So this is all about your funnel. So if you do email marketing, you want to know what percent of your email lists actually opens your email. If you offer sales calls, you want to know what percent of those that you actually offer a sales call to actually accept it, right? So if you offer sales calls, what percent except the sales call? If they're on the sales call, what percent actually close and to convert to a sale? So from watching these, especially watching these metrics month over month, you can see what part of your funnel and what part of your sales process needs more perfecting.

Kendra: [14:46](#) So let me give you an example. Okay, so let's say you start off with a hundred qualified leads. So if 75 people, which is 75% of those people are offered a sales call, they take the sales call. So you offer it to a hundred people and 75 people actually take that sales call. That means that 75% of the people being offered a sales call are taking it. Now, let's say that those 75 people, only 10 of them convert, okay? So if only 10 of them convert, that's showing you you don't have an acceptance problem. They are accepting the sales call, but they're not closing. So maybe you want to focus on the close, you want to focus on the conversion. You want to focus on your sales ability so that when these 75% of people are accepting the call, you're able to actually close out.

Kendra: [15:33](#) Now conversely, let's say we have those same hundred qualified leads and out of the a hundred qualified leads, only 10 people

are accepting your offer for a sales call. But then when you get on the phone with those 10 75% of them are converting, then that means that your sales might actually be pretty good. And maybe you're doing a good job in closing, but maybe the messaging needs to be tweaked when you're offering the sales call because only 10 people, only 10% are accepting the need for a sales call or the want for a sales call. And imagine if you can boost that from 10 people to 50 people out of the hundred and you still keep that 75% conversion. Well voila, you have more sales.

Kendra: [16:14](#) So you want to focus on the different conversion rates at the different points in your funnel, right? So again, how many people are opening your emails? If you're doing email marketing, how many people are accepting a sales call? How many people were closing on those sales calls? So those are all the different conversion rates at the different parts within your funnel. Okay? So those are some metrics for those of you coaches. And like I said, that applies to many consultants as well out there.

Kendra: [16:40](#) Now here's the thing, okay, this goes for everyone again. The key with metrics is not to look at them one month and then stop and then look at them five months later and then stop. You want to look at them month over month. You have to be consistent. The money is in the metrics and you have to consistently check them over time in order to see what those metrics are trying to tell you. There is a story in your metrics, there's always a story in your numbers.

Kendra: [17:08](#) So back to the health analogy. If you're doing a diet, you know, let's say you're doing this diet and then you're doing that diet and then you're trying another diet, you're going from Keto to South beach to you know, high carb, low fat, whatever, whatever. If you're trying all these different diets and you aren't consistently measuring your weight, your cholesterol, your health, other health metrics, you don't know which one of these diets are really impacting you.

Kendra: [17:35](#) You don't know how they're impacting you. So let's say you started off in really bad shape, right? And then after one year of trying five different diets, you finally got the great health result that you wanted. Well, you have no idea which of those five diets actually benefited you and which of them might've actually hurt you. It's the exact same thing in business. Many business owners are trying multiple taxes. All these tips and hacks and tricks, they're doing what this person's doing on social media. They're running this type of sale. Trying that type

of offer, trying this type of marketing and the end result may or may not be what you want, but ultimately if you are tracking your metrics during all of these things that you were testing and trying out, then you would have known exactly which one were working for you and which one was working against you.

Kendra: [18:25](#) There's nothing wrong with testing and trying different things out, but if you're not measuring it, you have no idea which ones are helping you, which ones are hurting you. So let's stop just throwing things at the wall and hoping for a good end result because when you get a good end result but you don't know why and you don't know what got you there, how do you repeat it? Right? You can't. So you just kind of assume, Oh well I threw all of this at the wall and I think this is kind of what, what made it work. So I'm going to, you know, throw that back on the wall again and kind of hope for the best.

Kendra: [18:59](#) And while entrepreneurship, let's be real, it does involve some level of throwing something at the wall. Like you're hypothetically always going to be throwing something at the wall to some degree, but you can't build a stable business on that type of foundation. You can't build a predictable business on that type of foundation. And ultimately to have a business that doesn't overwhelm you, to have a business that allows you true freedom and flexibility. It must be stable and it must have some level of predictability.

Kendra: [19:30](#) So I hope that this has shed some insight into why I love metrics. Love isn't even a strong enough word why I'm obsessed with metrics too. So why I suggest that every business owner be familiar with the key metrics in their business. Because if you want more sales, remember that's the end results, right? If you want more sales, you have to focus on the metrics. Do the actions that make the metrics move in the right direction and the results that you want will follow.

Kendra: [20:00](#) So I would love to hear from you and I would love to know what metrics are you going to start measuring or which metrics are you already measuring in your business. So you know, posted on Instagram, that's the platform of choice that I love. So posts on IG on your stories or on your page. Tag me at the finance femme. I want to know what you're measuring or what's your going to start measuring for your business.

Kendra: [20:24](#) All right guys, thanks so much for listening. That's it for this episode. And just remember the money is in the metrics.

Kendra:

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That's a wrap for this episode. Be sure to go to the [financefemme.com/podcast](https://www.financefemme.com/podcast) to get the show notes and links mentioned in this episode, and if you heard any gems, be sure to share it with a friend and subscribe. Reach out to me on Instagram at the finance femme. That's F E M M E and leave a comment. Thanks for listening.