

Common Habit + Metric Pairings

Outcome	Habit	KPI	Success criteria
CRM-BASED KPIs			
Increase sales in a specific industry	Prospect more into that industry	# calls per week to target industry accounts	"50 calls per BDR per week to target industry for 10 weeks"
Decrease cycle length	Ask for next steps every time	# calls where a meeting is booked at the same account the same day	"75% of AE calls end with a meeting booked the next day"
CONVERSATION INTELLIGENCE-BASED KPIs			
Increase sales of a specific SKU add-on	Offer the add-on to every eligible opportunity	# calls where the add-on is offered	"90% of calls with eligible customers include keywords associated with the product"
Increase deal size	Sell based on value instead of price	# calls where that trigger the value-based keywords and not the pricing keywords	"50% of prospecting calls are based on value and do not trigger pricing keywords trackers"
Increase win rate	Use competitor-specific objection handles on relevant opportunities	# calls in head-to-head opportunities that trigger the relevant battlecard keyword trackers	"100% of calls in head-to-heads are managed using the relevant competitor messaging"
Increase win rate	Actively listen during discovery calls	# discovery calls where the talk ratio is less than X	"75% of discovery calls have a talk time of less than 50%"