



TEMPLATES · OUTBOUND METRICS

KPI templates for *outbound*

Daily trackers and starting benchmarks for cold calls, email and LinkedIn, so you can see exactly where your funnel breaks.

You can't fix outbound you don't measure. These three daily trackers (cold calls, email and LinkedIn) show where each channel breaks: not enough activity, not enough conversations, or conversations that don't turn into meetings. Fill in one row a day and compare it with the target.

How to use these trackers

- **Log one row per rep per day** (per week for LinkedIn). Raw counts only. The percentages do the rest.
- **Compare against the target, not last week.** The targets below are starting benchmarks. Adjust them once you have a month of your own data.
- **Find the first number that's off.** If activity is below target, it's a volume problem. If activity is fine but conversions aren't, it's the list or the message.
- **Change one thing at a time.** New opener, new subject line or new segment, then watch the next two weeks.

A matching spreadsheet with the formulas built in comes with this guide, so the percentages calculate as you type.

The benchmarks at a glance

Cold calls

7

CONVERSATIONS A DAY

14% of conversations book a demo, and 29% agree to a follow-up email.

Email

100

EMAILS SENT A DAY

50% opened, 12% of opens reply, 2% of opens book a meeting.

LinkedIn

100

INVITES A WEEK

20% connect, 10% reply, 2% book a meeting.

Cold call tracker

Every conversation ends in one of four outcomes. Count them, then divide each by total conversations.

Outcome	What it means	Target % of conversations	Example (7 conversations)
Not interested	They said no on the call	43%	3
Hung up	Call ended before a conversation	14%	1
Send email	Asked for more information by email	29%	2
Demo booked	Meeting on the calendar	14%	1

Formula: % of conversations = outcome count ÷ total conversations.

What to watch: if "not interested" is well above 43%, the opener or the list is off. Pair this with the "not interested" objection guide. If "send email" is high but demos are low, your follow-up email isn't closing the loop.

Day	Not interested	Hung up	Send email	Demo booked	Total convos	Demo %
Mon						
Tue						
Wed						
Thu						
Fri						
Week						

Email tracker

Track the funnel from sent to booked. Opens tell you about the subject line and deliverability; replies and meetings tell you about the message.

Metric	Calculated as	Target	Example
Emails sent	Count	100 a day	100
Opened	Opened ÷ sent	50%	50
Replied	Replied ÷ opened	12%	6
Booked	Booked ÷ opened	2%	1

What to watch: low opens usually mean a deliverability or subject line problem, not a message problem. Opens fine but replies low? Rewrite the first two lines around their problem, not your product.

Day	Sent	Opened	Open %	Replied	Reply %	Booked
Mon						
Tue						
Wed						
Thu						
Fri						
Week						

LinkedIn tracker

LinkedIn limits how many invites you can send each week, so track it weekly and measure everything against invites sent.

Metric	Calculated as	Target	Example
Invites sent	Count	100 a week	100
Connected	Connected ÷ invites	20%	20
Replied	Replied ÷ invites	10%	10
Booked	Booked ÷ invites	2%	2

What to watch: a low connection rate points to the profile or the targeting. Connections fine but few replies? Your first message is pitching too early.

Week	Invites	Connected	Connect %	Replied	Reply %	Booked
Week 1						
Week 2						
Week 3						
Week 4						
Month						



Want help putting this *to work?*

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