



## EMAIL PERFORMANCE SCORECARD

# Sales Team — Industrial SMB

Reporting Period: March 1 – March 31, 2026 · 6 Sales Development Reps

Overall Score



Your team is performing above average compared to industry benchmarks. Response rate and time-to-first-reply are standout strengths. Focus areas include improving follow-up consistency and coaching underperforming reps.

● Above Benchmark: 4

● At Benchmark: 1

● Needs Attention: 1

## Key Metrics

Response Rate

**34%**

Benchmark: 28%

+6%

Avg Reply Time

**2h 14m**

Benchmark: 3h 30m

-1h 16m

Follow-up Rate

**61%**

Benchmark: 55%

+6%

Email Volume

**847/wk**

Benchmark: —

6 reps

Thread Engagement

**3.2**

Benchmark: —

avg replies

Time-to-First-Reply

**47 min**

Benchmark: 1h 15m

-28 min

## Rep Performance Comparison



**BEST PERFORMING REP**

**Sarah K. — Score 89/100**

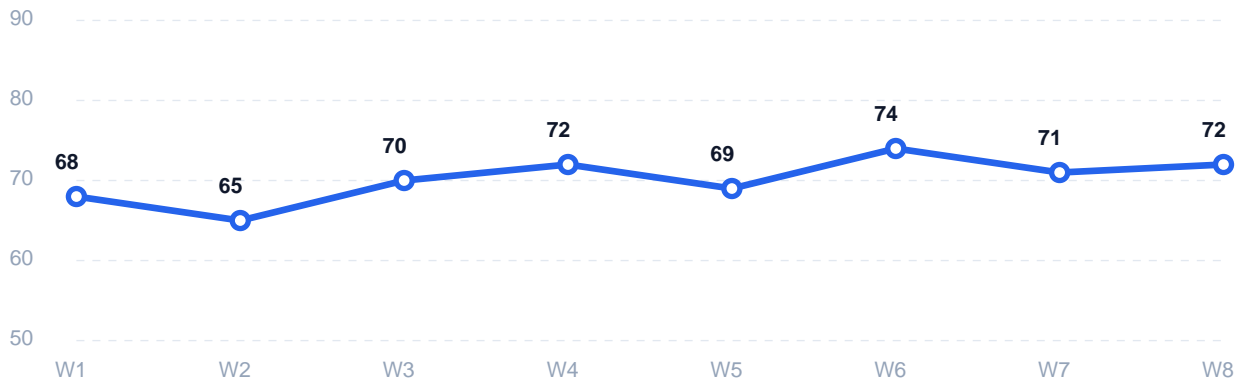
Highest response rate, fastest reply times.

**NEEDS IMPROVEMENT**

**Tom R. — Score 54/100**

Low follow-up rate, slower reply times.

## Weekly Score Trend (8 Weeks)



Team performance score trended upward over the past 8 weeks, with a net improvement of +4 points.

## Actionable Recommendations

### 1 Implement Structured Follow-up Sequences

Your follow-up rate of 61% is above benchmark but has room to grow. Create a standardized 3-touch follow-up cadence for all reps—especially for Tom R. and Anna W.—to ensure no prospect slips through the cracks. Teams that follow up within 24 hours see a 22% higher conversion rate.

### 2 Pair-Coach Underperformers with Top Reps

There's a 35-point gap between Sarah K. (89) and Tom R. (54). Set up weekly 1:1 coaching sessions where top performers share email templates, subject line strategies, and timing tactics with reps scoring below 65.

### 3 Optimize Send Times Using InboxIQ Analytics

Your 47-minute time-to-first-reply is excellent—leverage this by analyzing which send times correlate with fastest response rates. InboxIQ can auto-suggest optimal send windows per prospect timezone, potentially improving response rate by another 8–12%.

## Want your own team's scorecard?

InboxIQ connects to your email platform and generates a personalized performance scorecard in minutes.

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