

Measure the Impact of Adoption on Your Revenue

The adoption gap provides a directional understanding of how increased utilization of sales technology can impact seller performance. Shrinking the adoption gap can boost revenue production.

Start by Defining and Measuring Adoption

Use this [guide](#) to determine your adoption definition and fill it in below:

Adoption Definition: _____

Calculate the Adoption Gap

Now that you've defined adoption, you can start to understand how various levels of adoption impact performance among business units.

Step 1: Determine your desired outcome metrics (you may know these as OKRs or KPIs). Again, these can differ by business unit, but, for the sake of this exercise, let's assume we're analyzing a group of business development representatives, and they're measured on the number of opportunities they create in a given time period.

Step 2: Divide your users into two cohorts: top adopters and non-top adopters

Top Adopters = Users in the top 25% of utilization based upon your adoption definition

Non-Top Adopters = All other users

Step 3: Determine the performance of the average user in each cohort based upon the identified KPI. Again, for the sake of this argument, let's assume opportunity generation among the user cohorts looks like this:

Top Adopters: 8 opportunities/quarter (average rep)

Non-Top Adopters: 4 opportunities/quarter (average rep)

Step 4: Identify the gap between these two groups of users.

CALCULATION

$$8 - 4 = 4 \text{ opportunities}$$

Average number of opportunities created by top adopters Average opportunities created by non-top adopters Adoption Gap

$$\frac{\text{Average number of opportunities created by top adopters}}{\text{Average opportunities created by non-top adopters}} = \text{Adoption Gap}$$

What the Results Mean

Positive

Zero

Negative

Tool utilization is likely enhancing rep performance

Top utilizing reps may not be using the tool as intended. Consider an enablement refresh across all users.

Why This Matters

Sales Leader

Revenue Ops

Coaching and team 'focus':

If the adoption gap is positive...

- Identify who your low adopters are and focus on increasing utilization in 1:1 meetings

If the adoption gap is negative...

- Champion securing an enablement refresh or training session for your team to drive best practices

Modeling and strategic planning:

If the adoption gap is positive...

- Build revenue implications of 'closing' the adoption gap into forecasting models and territory planning

If the adoption gap is negative...

- Consider notifying enablement department and suggesting an audit of existing enablement programs

Learn the secrets to closing the adoption gap and growing your revenue. [Download now.](#)