



THE QUOTE-TO-CLOSE METRICS THAT MATTER



Most steel distributors track how many quotes go out – and how many orders come in. But that doesn’t explain why deals close or stall.

These metrics go deeper. They reveal where revenue leaks, where deals stall, and where to focus your team.

Metric	What It Is	How to Calculate	Track By	What It Tells You
Quote-to-Close Rate	% of quotes that convert to orders	$(Orders \div Quotes) \times 100$	Track by Rep, Product Type, Plate/Pipe Size, Customer Segment	By rep → coach. By segment → focus where you win. Dropping → check pricing, product, rep.
Sales Cycle Length	Days from quote sent to order received	Avg. of (Order Date – Quote Date)	Track by Rep, Product Type, Plate/Pipe Size, Customer Segment	Too long faster follow-up. By segment → adjust purchasing. Growing market slowing.
Pricing Accuracy	How close quoted prices are to won deal prices	Compare quoted vs. accepted prices	Track by Rep, Product Type, Plate/Pipe Size, Customer Segment	Over → losing deals. Under → losing margin. By rep → standardize.
Conversion by Product	% of quotes converted, by product line	$(Orders \text{ for Product X} \div Quotes \text{ for Product X}) \times 100$	Track by Rep, Product Type, Plate/Pipe Size, Customer Segment	Low → demand or pricing issue. High quote more, stock deeper.

