

21 MOST IMPORTANT SALES METRICS



KEY PERFORMANCE INDICATORS

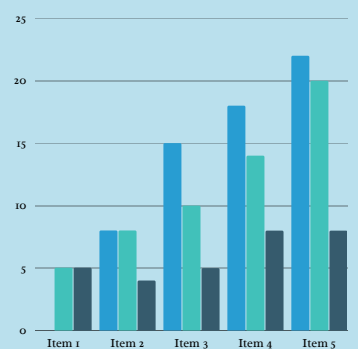


1. SALES TEAM EFFECTIVENESS

- > Sales Revenue
- > Sales Growth
- > Sales Units
- > New Customers
- > Sales Cycle Length
- > Avg. Revenue Per Unit

2. CUSTOMER METRICS

- > Avg. Revenue Per Customer
- > Customer Acquisition Cost
- > Lead-To-Sale Conversion Rate
- > Cost Per Conversion (CPC)
- > Avg. Customer Profitability
- > Customer Lifetime Value
- > Customer Turnover Rate



3. BUDGET METRICS

- > Operating Expense Ratio
- > Staying In Budget

4. PERFORMANCE

- > Team Monthly Performance
- > Actual Sales Shares
- > Sales Realization Rate of each sales rep
- > Team Year Total
- > Target
- > Actual Sales results

