

The Essential List of Sales Metrics

Strategy

GO TO MARKET STRATEGY

Revenue overall
Revenue by offering
% market share
Attainment of overall revenue plan
Year-over-year growth in sales-driven revenue
% new vs. repeat business

VALUE PROPOSITION

Customer satisfaction / Net Promoter scores
Lifetime value per customer
Achievement of premium pricing
% and depth of discounting
Strength vs. competitors

Talent Mgmt.

TALENT STRENGTH

Assessment of seller strength
% turnover desired vs. undesired
Turnover rate overall
Avg. tenure of employment

RECRUITING

Recruiting effectiveness
Recruiting costs
Overall cost of replacing a seller

ONBOARDING

days training for new sellers
Time to seller productivity
Manager / trainer time spent training new hires

Training

EDUCATION SYSTEM

ROI of training
Annual training spend per seller
Annual days training per seller
Participant satisfaction with training

SKILLS DEVELOPMENT

Seller confidence
% achievement of desired behavior change immediately post-training
% desired behavior change sustained >120 days after training

KNOWLEDGE DEVELOPMENT

Effectiveness of knowledge training
% sellers certified as knowledge fluent
Time to seller expertise

Structure

SALES FORCE

% individual sellers achieving quota
Avg. revenue per seller
Revenue by territory
Revenue by market segment
% addressable market covered
Cost of selling as a % of revenue generated
Seller time spent selling vs. other activities

CHANNEL

FINANCIAL
Avg. revenue by partner
Avg. margin by partner
% partners achieving revenue targets
GENERAL
of new opportunities added by partners
of opportunities in partner pipeline
Win rate by partner
Quality of opportunities in partner pipeline
Addition / attrition of partners
Avg. customer satisfaction % by partner

Capabilities

RATINGS OF TEAM ABILITY TO:

Fill the pipeline
Win opportunities
Grow strategic accounts
Lead, manage, and coach sellers

KNOWLEDGE FLUENCY IN:

Customer and seller industry
Company value proposition and differentiation
Customer needs company solves
Company capabilities
Competition
Buying and selling process
Post-sale delivery

Motivation

Measures of individual motivators:
• Desire to sell
• Commitment to sell
• Attitude
• Money motivation
Satisfaction with job
Satisfaction with company
Satisfaction with management and coaching
Satisfaction with compensation

Operations

sales metrics being tracked
Quality of reporting and dashboards
Forecasting accuracy
% sellers adhering to pricing policies
Pricing / proposal approval time

Enablement

SALES MGMT. & COACHING

% sellers achieving quota by manager
% undesired / desired turnover by manager
sales managers per seller

LEAD GENERATION

Rate of new opportunities added to pipeline
Quality of new opportunities
Response time to inbound leads
Lead follow-up rate
% leads dropped
Lead to close ratio
Cost per new customer acquisition

OPPORTUNITY MGMT.

CONVERSION
% opportunities won
% opportunities lost to competitor
% opportunities lost to no decision
% RFPs won
% opportunities won by lead source
GENERAL
Avg. revenue per sale
Avg. margin per sale
Length of sales cycle
Total monetary value of pipeline
Weighted avg. value of pipeline
Buyer satisfaction with purchase process
% major opportunities with opportunity plans

ACCOUNT MANAGEMENT

Avg. revenue per account
Avg. margin per account
% loyalty / churn
% wallet share / addressable revenue captured
Cross-sell ratio
Account satisfaction / Net Promoter scores
Relationship strength rating
Year-over year account growth
• Overall
• Named strategic accounts
% strategic accounts with account plans

PROCESS ADOPTION

% following company:
• Sales method
• Sales process
• Strategic account process
% sellers using sales playbooks
Adoption rate of CRM