

# IMPORTANT SALES METRICS TO TRACK

MAIN METRICS TO ENSURE EFFECTIVENESS



## REVENUE METRICS

- ✓ Total Revenue
- ✓ Year-over-year change in revenue
- ✓ Revenue by: service or product, market, or territory
- ✓ Percentage of revenue from existing customers or new business



## MARKET METRICS

- ✓ Market share percentage
- ✓ Year-over-year change in market share
- ✓ Gross Margin Return on Investment (GMROI)
- ✓ Price-to-earnings ratio



## CUSTOMER METRICS

- ✓ Customer acquisition cost (CAC)
- ✓ Customer lifetime value (CLV)
- ✓ Customer retention percentage
- ✓ Customer health score



## PERFORMANCE METRICS

- ✓ Average time for conversion
- ✓ Number of new leads per period
- ✓ Number of new contracts signed per period
- ✓ Time spent in each part of the sales process