



# Mentor Pods

GROUP COACHING. INDIVIDUAL FOCUS.

## 50 SALES KPIs

### Revenue & Profitability KPIs

1. **Total Sales Revenue** = Total income from sales before expenses
2. **Net Profit Margin** =  $(\text{Net Profit} / \text{Revenue}) \times 100$
3. **Gross Profit Margin** =  $(\text{Revenue} - \text{Cost of Goods Sold}) / \text{Revenue}$
4. **Revenue Growth Rate** =  $[(\text{Current Revenue} - \text{Previous Revenue}) / \text{Previous Revenue}] \times 100$
5. **Customer Lifetime Value (CLV)** = Average Revenue per Customer x Customer Lifespan
6. **Average Revenue per Sale** = Total Revenue / Number of Sales
7. **Profit per Salesperson** = Net Profit / Total Sales Team Members
8. **Cost of Goods Sold (COGS)** = Direct costs associated with sales
9. **Return on Sales (ROS)** = Operating Profit / Revenue
10. **Operating Profit Margin** = Operating Income / Revenue

### Lead Generation & Conversion KPIs

11. **Lead-to-Sale Conversion Rate** =  $(\text{Total Sales} / \text{Total Leads}) \times 100$
12. **Marketing Qualified Leads (MQLs)** = Leads identified as potential buyers
13. **Sales Qualified Leads (SQLs)** = Leads deemed ready for sales engagement
14. **Lead Response Time** = Average time to respond to a lead
15. **Cost per Lead (CPL)** = Total Marketing Spend / Number of Leads
16. **Customer Acquisition Cost (CAC)** = Total Sales & Marketing Spend / New Customers Acquired
17. **Referral Conversion Rate** =  $(\text{Sales from Referrals} / \text{Total Referrals}) \times 100$
18. **Follow-up Contact Rate** = Percentage of leads contacted more than once
19. **Demo-to-Close Ratio** =  $(\text{Deals Closed from Demos} / \text{Total Demos Given}) \times 100$
20. **Inbound vs. Outbound Sales Ratio** = Revenue from inbound sales vs. outbound efforts

### Sales Team Performance KPIs

21. **Sales per Sales Rep** = Total Sales / Number of Sales Reps
22. **Quota Attainment Rate** =  $(\text{Actual Sales} / \text{Sales Target}) \times 100$

- 23. **Average Deal Size** = Total Revenue / Number of Closed Deals
- 24. **Win Rate** = (Total Won Opportunities / Total Opportunities) x 100
- 25. **Sales Cycle Length** = Average time from lead acquisition to deal close
- 26. **Revenue per Salesperson** = Total Revenue / Number of Salespeople
- 27. **Closing Ratio** = (Deals Closed / Proposals Sent) x 100
- 28. **Time Spent Selling** = Percentage of a salesperson's time spent on actual selling activities
- 29. **Average Response Time** = Average time it takes for sales reps to follow up on leads
- 30. **Sales Call Effectiveness** = Percentage of calls leading to a next step

## Customer Retention & Satisfaction KPIs

- 31. **Customer Retention Rate** = [(Customers at End of Period - New Customers) / Customers at Start of Period] x 100
- 32. **Repeat Purchase Rate** = (Repeat Customers / Total Customers) x 100
- 33. **Churn Rate** = (Lost Customers / Total Customers) x 100
- 34. **Upsell & Cross-Sell Rate** = (Revenue from Upsells & Cross-Sells / Total Revenue) x 100
- 35. **Customer Satisfaction Score (CSAT)** = Customer survey scores
- 36. **Net Promoter Score (NPS)** = Measures customer loyalty and referrals
- 37. **Renewal Rate** = Percentage of customers who renew subscriptions/contracts
- 38. **Customer Complaint Resolution Time** = Average time to resolve complaints
- 39. **Contract Value Growth Rate** = Growth in contract values over time
- 40. **Revenue from Existing Customers** = Total sales from returning customers

## Sales Pipeline & Forecasting KPIs

- 41. **Pipeline Value** = Total potential revenue in the sales pipeline
- 42. **Sales Forecast Accuracy** = [(Actual Sales - Forecasted Sales) / Forecasted Sales] x 100
- 43. **Deal Velocity** = Average time a deal moves through the pipeline
- 44. **Lead Drop-Off Rate** = Percentage of leads lost at each pipeline stage
- 45. **Sales Opportunity Conversion Rate** = (Closed Deals / Total Opportunities) x 100
- 46. **Sales Funnel Leakage** = Identifying where leads drop out of the funnel
- 47. **Average Proposal Value** = Total Value of Proposals Sent / Number of Proposals
- 48. **Opportunities Created per Salesperson** = New sales opportunities per rep per month
- 49. **Forecasted vs. Actual Sales** = Comparison of projected vs. actual sales numbers
- 50. **Weighted Pipeline Value** = Total deal value adjusted by probability of closing