



KPIS FOR SALES: SALES METRICS YOU MUST TRACK FOR YOUR SMALL BUSINESS GROWTH

What do KPI for sales mean?

Key Performance Indicators or KPIs for sales are metrics that tell you how your sales team is performing and how the sales process can be improved to generate more revenue.

TOP 10 KPIs For Sales

1. Lead Generation Metrics

The number of new leads acquired should be one of the first KPIs to measure for any business.



2. Sales Prospecting and Conversion Metrics

Monitoring the amount of time, effort, and resources invested in prospecting activities and the rate of conversions is important.



3. Productivity Metrics

An another way to measure the performance of your sales team is by picking certain productivity metrics.



4. Outreach Metrics

These metrics show you how effective your outreach efforts have been. For instance, you can use KPIs like email open rates or response rates to measure your success.



5. Profitability Metrics

The primary purpose of any business activity is to earn profits.



6. Revenue Metrics

You can use KPIs related to the amount of revenue your sales methods are generating to gauge performance.



7. Competitor Metrics

Competitor metrics can tell you how you are performing in comparison to your competitors.



8. Customer Retention Metrics

A large part of the revenue generated by a business comes from returning customers.



9. Sales Growth Metrics

Your monthly sales have to grow for your business to keep growing. Without sales growth, your small business will not be able to sustain itself for long.



10. Sales Hiring Metrics

For a successful sales process, having a strong hiring strategy is also important. It is the people in sales who will be driving the results ultimately.

