

# 5 Key Sales Performance Metrics That Small Business Owners Need to Know

Performance metrics are a measure of an employees' tasks and activities that can be tracked. They are used by a business to determine if the outcomes align with the goals that were set.

1.



## Sales Team Performance

Sales performance metrics gives you an exact picture of which sales representative has completed his targets, how many deals he has in the pipeline, and how much time will they take to convert deals.

2.



## Win Rate / Conversions

The conversion rate is the number of leads that ultimately convert into customers.

3.



## Total Revenue

Total revenue is an indicator of how much revenue your business is generating within a specific time frame. This metric allows you to measure the progress of your business in generating sales revenue.

4.



## Sales Funnel Activity & Leakage

Measuring sales funnel leakage gives you the exact stage where prospects drop out of your funnel.

5.



## Product Performance

Sales managers that track product performance are better able to fuse this alignment with marketing by knowing exactly which products or services are bringing in the most revenue and the highest profits.

6.



## Pipeline Sales Metrics

As a business, one needs to audit the health of your sales pipeline with these metrics.