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THE 10 MOST COMMON KPIS FOR SALES PERFORMANCE MONITORING

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Effective KPIs for analyzing sales performance are now essential to tackle the increasingly complex challenges of commercial departments.

THE IMPORTANCE OF KPIS IN SALES

In dynamic and complex business environments, creating summary KPIs for sales performance is a crucial step to ensure truly effective commercial action.

However, KPIs are not just simple numbers to include in monthly or weekly sales reports. Rather, they are key indicators designed to understand the health and performance of the company.

In other words, they provide information that allows timely and well-thought-out modifications necessary to achieve strategic objectives.

Knowing which KPIs to set for monitoring sales performance is a process that helps sales department managers achieve results—and do so more quickly.

If these are the priorities, KPIs offer additional advantages, allowing companies to:

• Monitor the commercial health of the business

• Measure progress over time

• Adjust strategies based on actions taken

• Solve old problems and consider new opportunities

• Analyze and compare different models over time

Below, we have identified 10 of the most common KPIs for evaluating sales performance.

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01 DEVIATION FROM SALES TARGETS

Tracking objectives through sales reports helps determine whether actual revenue aligns with forecasts. This makes it easier to quickly identify any discrepancies or concerning trends, as well as to review goals at regular intervals if necessary.

This index also allows for analyzing the performance of the sales team and identifying individual sellers who may need support.

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02 NUMBER OF SALES OPPORTUNITIES

Monitoring the absolute number of sales opportunities is a fundamental element for the effective management of the sales department. While marketing teams focus on unqualified leads, the sales department is more interested in opportunities arising from "hot" leads.

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03 SCORE FOR EACH SALES OPPORTUNITY

Another useful KPI involves adopting a scoring model to assess the probability of success for individual sales opportunities. This entails assigning a standardized number to each sales opportunity, for example, using a scale from 1 to 5. This allows prioritization of individual cases to make the best use of sales resources, both human and budgetary.

03

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04 LEAD CONVERSION RATE

The lead conversion rate measures the ability to turn interested prospects into actual customers. It is therefore strategic to establish a baseline to understand how many leads need to be converted into customers, ensuring the sales team operates at full capacity.

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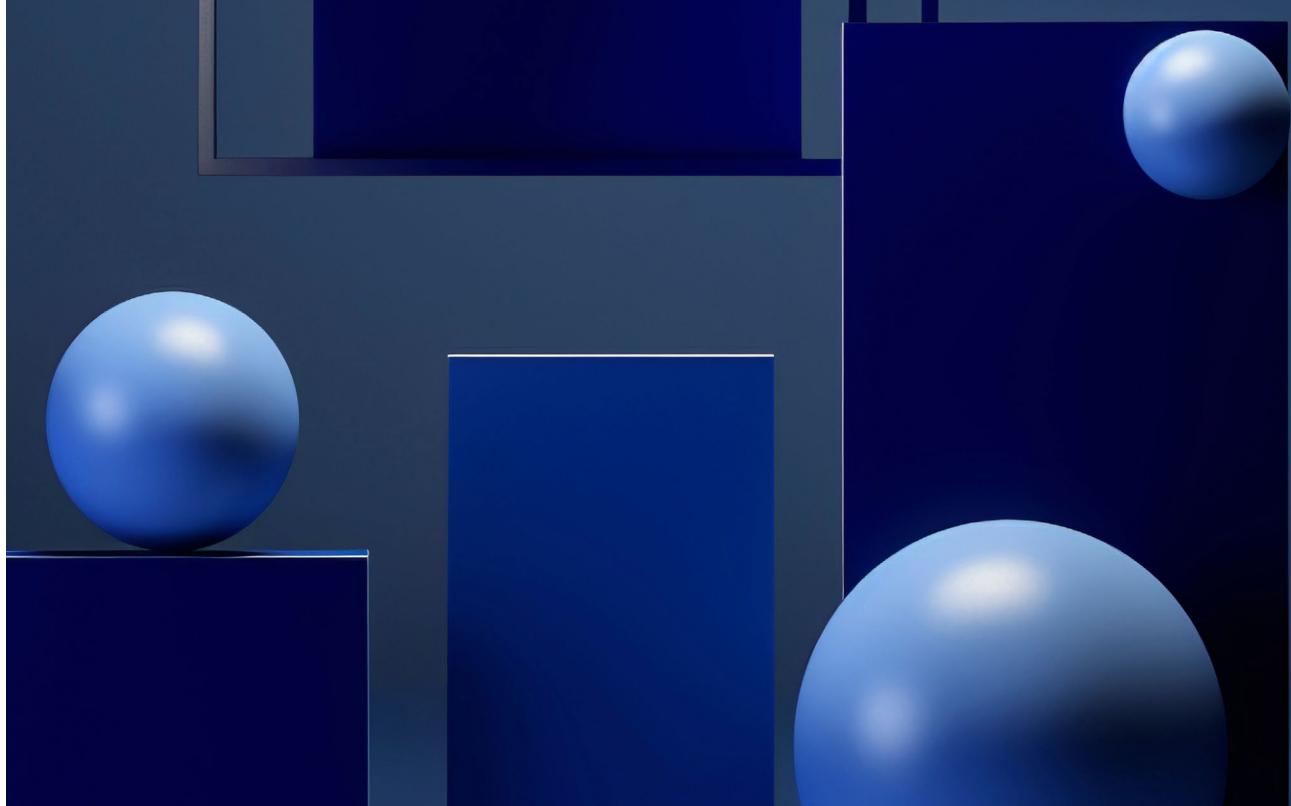
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05 AVERAGE COST PER LEAD

This KPI highlights the cost incurred by the company to generate a single lead. An extremely accurate average cost accounts for all expenses related to the marketing and sales departments (including the salaries of the involved teams).

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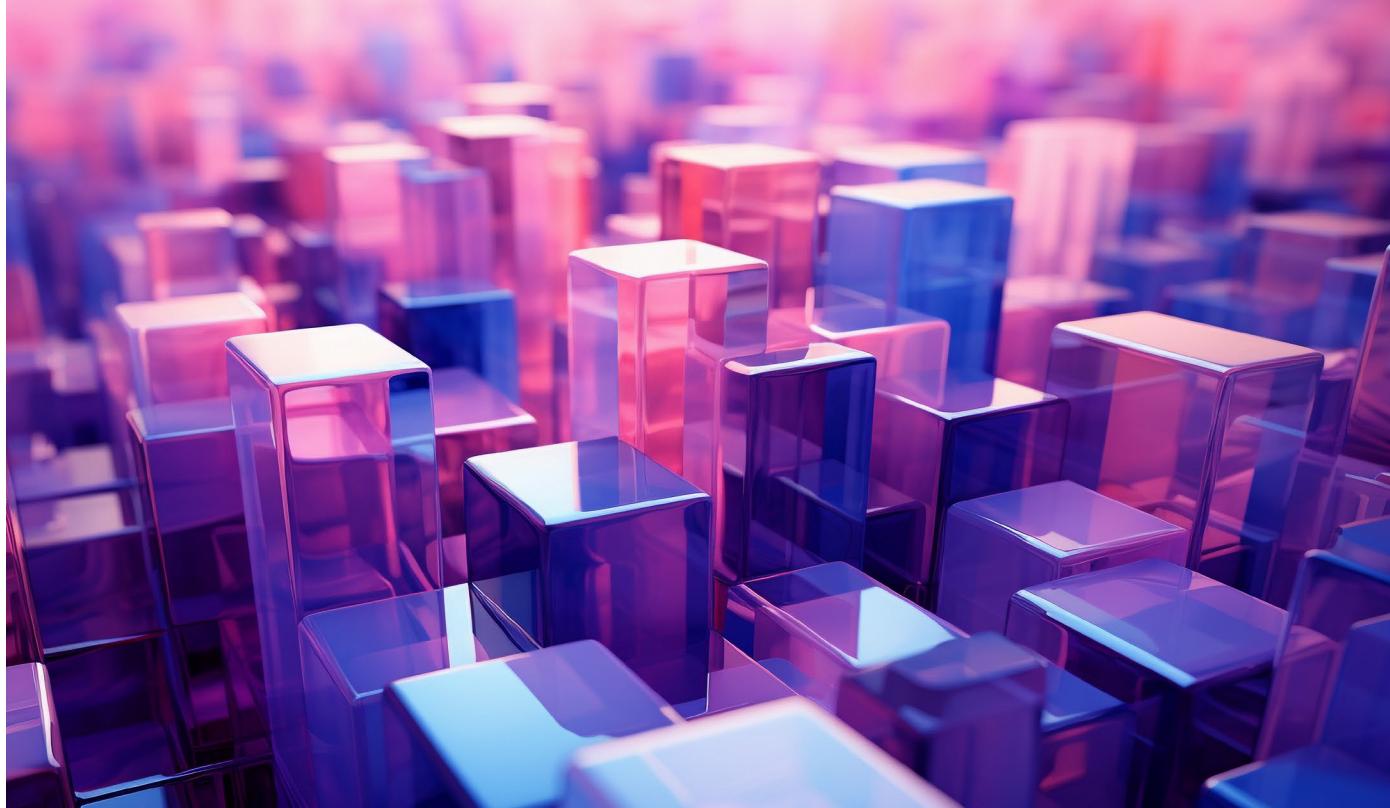
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06 REVENUE PER SALES REP

This KPI enables management to analyze how many contracts have been closed by each individual salesperson. It is a useful indicator for setting a minimum sales quota and subsequently formulating personal objectives. It also provides insights into the strengths and weaknesses of each salesperson, which can inform training improvement initiatives.

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07 OPPORTUNITY-TO-WIN RATIO

This metric assesses the effectiveness of the sales team and individual sellers in closing contracts. While tracking lead-related opportunities provides an overview of how initial contacts evolve into negotiations, this sales performance KPI measures how effectively those approaches are converted into contracts, highlighting weaknesses and areas for improvement. Some salespeople, for instance, may excel at maintaining relationships with potential clients but struggle with closing deals.

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08 CHURN AND RETENTION RATES

These KPIs reflect the percentage of customers (and revenue) lost or retained over a given period. Carefully monitoring these values provides a more accurate reflection of business and brand revenues.

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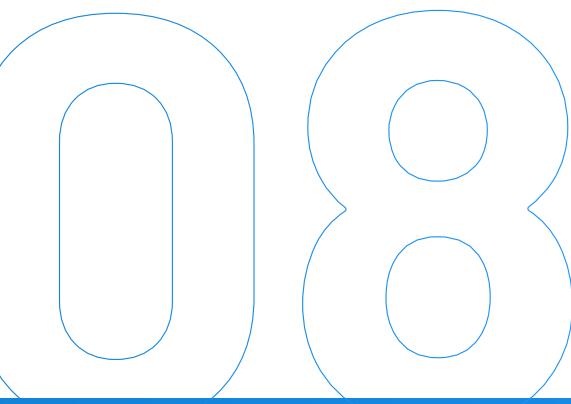
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09 AVERAGE PROFIT MARGIN

The average profit margin allows managers to assess the profitability of the entire suite of offered products/services while also giving appropriate weight to optimizing margins in each business transaction.

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10 RELATIVE PRODUCT SALES

This KPI evaluates, in a comparative manner, how much each product sells in relation to others. This KPI becomes particularly important when assessing the effectiveness of specific product campaigns.

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CONCLUSION

The KPIs presented provide an essential overview of the main variables influencing sales performance. Each indicator is designed to provide clear and actionable data, helping companies monitor and improve their commercial strategies.

Adopting these KPIs means having concrete tools to make informed and reactive decisions, thereby optimizing resources and maximizing sales results. While each company may require customized metrics based on its specific needs, these 10 KPIs form a solid foundation for any organization looking to take a truly data-driven approach to sales management.
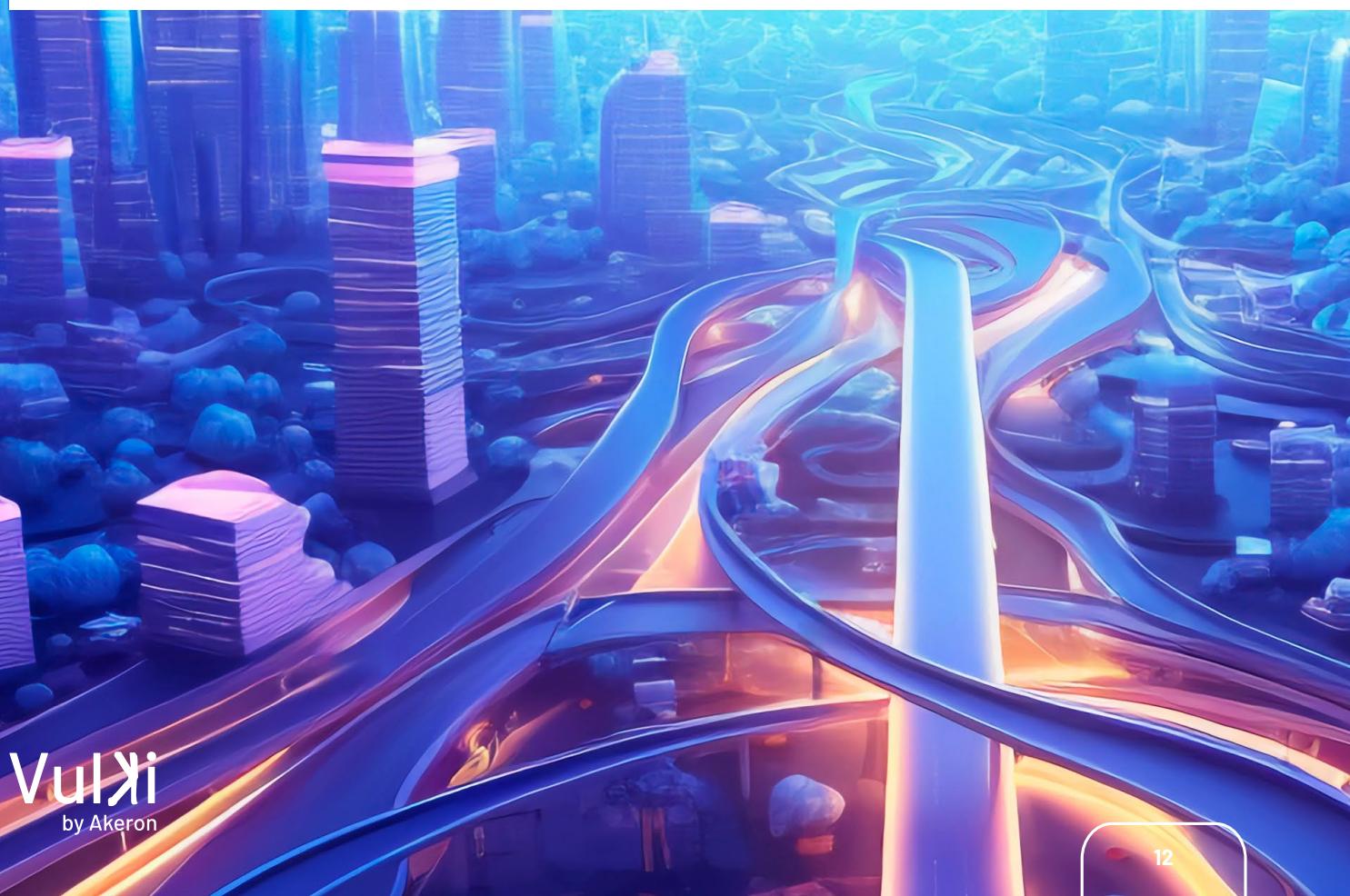
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How to
Get Started?

DISCOVER VULKI BY AKERON – SALES PERFORMANCE MANAGEMENT

Transform Incentives into a Strategic driver to achieve Revenue Excellence