

# Sales KPIs Cheat Sheet

The key to accelerating the growth of your business is to make good decisions quickly—the faster you make good decisions, the faster your business will grow.

Visually tracking and reporting key metrics allows you and your sales team to make better decisions fast. By tracking the KPIs that are most relevant to your business, you can reinforce which efforts are performing well and get back on track in areas that are misaligned.

## ☐ Opportunity-Win Ratio

*Calculate your win percentage by count and by contract value.*

## ☐ Average Contract Value

*Understand the average value of a customer contract over a 12-month period.*

## ☐ Average Sales Cycle

SUM # OF DAYS FROM FIRST CONTACT TO  
CUSTOMER CONVERSION FOR ALL SALES

# OF DEALS

## ☐ Lead Response Rate

*Measure the percentage of leads to which your sales team has responded over a given period of time.*

## ☐ Sales by Lead Source

*Which lead sources are producing the most sales?  
Calculate by count and by value.*

## ☐ Percentage of Sales Reps Attaining Quota

*Are your targets too high, too low, or just right?*

## ☐ Monthly Recurring Revenue (MRR)

*SUM(Paying customers monthly fee)*

## ☐ Growth Rate

(CURRENT PERIOD NET SALES -  
PRIOR PERIOD NET SALES)

# OF DEALS

## ☐ Churn Rate

*Customer Churn:*

(CUSTOMERS AT START OF QUARTER -  
CUSTOMERS AT END OF QUARTER)

CUSTOMERS AT START OF QUARTER

*Revenue Churn:*

(REVENUE EARNED LAST QUARTER -  
REVENUE EARNED THIS QUARTER)

REVENUE EARNED LAST QUARTER

## ☐ Customer Acquisition Cost (CAC)

TOTAL ACQUISITION SPEND

# OF CUSTOMERS ACQUIRED

## ☐ Customer Lifetime Value (LTV)

(AVERAGE MONTHLY REVENUE PER CUSTOMER  
\* GROSS MARGIN PER CUSTOMER)

MONTHLY CHURN RATE