

# 5 MOST COMMON SALES METRICS



Better data means more effective sales metrics.

## THE SALES PIPELINE

When employed correctly, this metric helps team members to more effectively track and remain in control of their sales.

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## OVERALL SALES REVENUE

This metric allows you to accurately view the profitability of your business. This can be calculated by using the standard profit-ratio equation - net income over sales revenue. .

## 3- ACCURACY OF FORECASTS

Forecasting sales enables you to uncover gaps in processes, track improvements, and make more reliable decisions for the future.

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## 4- WIN RATE

This rate, also commonly referred to as the closure rate, shows how many opportunities are turning into closed sales. Obviously you want this rate to be high.

## 5- LOSS RATE

This rate show how many potential customers did not purchase products and/or services from you. Looking at your loss rate can highlight problematic areas early in the stages of the sales process and help you make improvements to your process.

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