

100+ Sales KPIs for Planning and Performance Management



No	Sales KPI	Type	Description	Formula / Calculation
	Category 1: Sales Activity KPIs		(Measures the day-to-day effort and controllable actions of your sales team.)	
1	Number of Calls Made	Leading	The total number of outbound calls made by a sales rep or team.	
2	Number of Emails Sent	Leading	The total number of outbound sales emails sent.	
3	Number of Personalized Emails Sent	Leading	Emails that are highly customized for the recipient, beyond just a name token.	
4	Number of Video Prospecting Messages	Leading	The number of personalized video messages sent to prospects (e.g., via Loom, Vidyard).	
5	Number of Meetings Booked	Leading	The total number of qualified meetings or appointments set.	
6	Number of Demos Conducted	Leading	The total number of product demonstrations given to qualified prospects.	
7	Number of Social Media Touches	Leading	The count of meaningful interactions (DMs, comments, shares) on professional networks.	
8	Number of Proposals/Quotes Sent	Leading	The total number of formal proposals or price quotes delivered to prospects.	
9	Number of Follow-up Activities	Leading	The total number of follow-up calls or emails made after an initial contact or meeting.	
10	Calls-to-Conversation Ratio	Leading	The percentage of dials that result in a meaningful conversation with a prospect.	(Meaningful Conversations / Total Dials)

11	Emails-to-Meetings Ratio	Leading	The percentage of emails that successfully result in a booked meeting.	(Meetings Booked / Emails Sent)
12	Daily/Weekly Active Selling Time	Leading	The amount of time reps spend actively engaged in selling activities (calls, meetings, demos).	
13	Number of Accounts Prospected	Leading	The total number of new accounts a rep has researched and initiated outreach to.	
14	Open Rate (Email)	Leading	The percentage of sent emails that were opened by prospects.	
15	Reply Rate (Email)	Leading	The percentage of sent emails that received a reply.	
	Category 2: Lead & Pipeline Management KPIs		(Measures the health, flow, and quality of your sales funnel from top to bottom.)	
16	Number of New Leads (Inbound)	Leading	The total number of new contacts or inquiries entering the top of the funnel from marketing efforts.	
17	Number of New Leads (Outbound)	Leading	The total number of new contacts generated through sales-led prospecting efforts.	
18	Marketing Qualified Leads (MQLs)	Leading	The number of leads deemed ready for sales follow-up by the marketing team based on engagement.	
19	Sales Qualified Leads (SQLs)	Leading	The number of MQLs that the sales team has vetted and accepted as legitimate opportunities.	
20	Lead Response Time	Leading	The average time it takes for a sales rep to follow up with a new inbound lead.	(Timestamp of first response - Timestamp of lead creation)
21	MQL-to-SQL Conversion Rate	Leading	The percentage of MQLs that successfully convert into SQLs. A key alignment metric for Sales & Marketing.	(Total SQLs / Total MQLs)
22	SQL-to-Opportunity Conversion Rate	Leading	The percentage of SQLs that are converted into an active sales opportunity in the pipeline.	(New Opportunities / Total SQLs)

23	Pipeline Value	Leading	The total dollar value of all open opportunities in the sales pipeline.	
24	Weighted Pipeline Value	Leading	The pipeline value adjusted for the probability of closing based on the sales stage of each deal.	Sum of (Opportunity Value * Close Probability %)
25	Number of New Opportunities Created	Leading	The number of new deals added to the pipeline in a given period.	
26	Pipeline Coverage Ratio	Leading	The ratio of your open pipeline value to your sales quota (e.g., a 3x coverage means you have 3 times your quota value in the pipeline).	(Total Pipeline Value / Sales Quota)
27	Pipeline Stage Conversion Rates	Leading	The percentage of opportunities that move from one stage of the pipeline to the next (e.g., Discovery to Demo).	
28	Pipeline Aging / Stalled Deals	Leading	The number or percentage of opportunities that have not advanced in the pipeline for a defined period (e.g., 30 days).	
29	Average Opportunity Age	Leading	The average number of days that opportunities have been open in your pipeline.	
30	Pipeline Growth Rate	Leading	The rate at which new pipeline value is being added over a period.	
Category 3: Sales Cycle & Efficiency KPIs			(Measures the speed and efficiency of your sales process.)	
31	Average Sales Cycle Length	Lagging	The average number of days it takes to close a deal, from initial contact to signed contract.	Sum of (Days to Close for all won deals) / Number of Deals
32	Sales Cycle by Deal Size/Segment	Lagging	Analyzing sales cycle length for different customer segments (e.g., SMB vs. Enterprise).	
33	Lead-to-Close Conversion Rate	Lagging	The overall percentage of new leads that eventually become paying customers.	(Total Deals Won / Total Leads)
34	Time Spent in Each Sales Stage	Both	The average number of days an opportunity spends in each stage of your sales pipeline. Identifies bottlenecks.	

35	Sales Velocity	Both	A formula that measures how quickly deals are moving through your pipeline and generating revenue.	$(\text{Opportunities} \times \text{Avg. Deal Size} \times \text{Win Rate}) / \text{Sales Cycle Length}$
36	Opportunity-to-Win Ratio	Lagging	The percentage of qualified opportunities that result in a closed-won deal.	
37	Demo-to-Close Rate	Lagging	The percentage of demos conducted that ultimately lead to a closed deal.	
38	Proposal-to-Close Rate	Lagging	The percentage of sent proposals that are accepted and become closed deals.	
39	Touchpoints per Closed Deal	Lagging	The average number of interactions (calls, emails, meetings) required to close a deal.	
	Category 4: Sales Outcome KPIs		(Measures the ultimate results of your sales efforts. These are the bottom-line metrics.)	
40	Total Revenue	Lagging	The total amount of revenue generated from sales in a given period.	
41	Revenue by Region/Product/Rep	Lagging	Breaking down total revenue by different segments for deeper analysis.	
42	Annual Recurring Revenue (ARR) / Monthly Recurring Revenue (MRR)	Lagging	The predictable revenue a company can expect to receive on an annual or monthly basis (for SaaS/subscription businesses).	
43	Win Rate (%)	Lagging	The percentage of all opportunities (won and lost) that are won.	$(\text{Deals Won} / (\text{Deals Won} + \text{Deals Lost}))$
44	Loss Rate (%)	Lagging	The percentage of all opportunities that are lost.	
45	Average Deal Size	Lagging	The average dollar value of a closed-won deal.	$(\text{Total Revenue} / \text{Number of Deals Won})$
46	Quota Attainment (%)	Lagging	The percentage of a sales rep's or team's assigned quota that was achieved.	$(\text{Achieved Revenue} / \text{Quota}) * 100$

47	New Logo Revenue	Lagging	The amount of revenue generated from brand new customers.	
48	Expansion Revenue (Upsell/Cross-sell)	Lagging	The amount of revenue generated from existing customers through upgrades or add-on sales.	
49	Average Revenue Per Account (ARPA)	Lagging	The average revenue generated per customer account, usually measured monthly or annually.	
50	Year-over-Year (YoY) Growth	Lagging	The percentage increase in revenue compared to the same period in the previous year.	$((\text{Current Year Revenue} - \text{Prior Year Revenue}) / \text{Prior Year Revenue})$
51	Average Contract Value (ACV)	Lagging	The average value of a customer contract, normalized to a one-year period.	
52	Total Contract Value (TCV)	Lagging	The total value of a contract, including one-time fees and recurring charges over the entire contract term.	
53	Gross Profit Margin per Sale	Lagging	The percentage of revenue left after subtracting the cost of goods sold (COGS).	
54	Booking vs. Billings vs. Revenue	Lagging	Understanding the difference: Bookings (commitment), Billings (invoice), Revenue (recognized).	
55	Discounting Level	Lagging	The average percentage discount given on deals.	
	Category 5: Customer Success & Retention KPIs		(Measures what happens after the sale.)	
56	Customer Churn Rate (Logo & Revenue)	Lagging	The percentage of customers (Logo) or revenue (Revenue) that cancel or do not renew in a given period.	$(\text{Customers Lost} / \text{Total Customers at start of period})$
57	Customer Lifetime Value (CLV)	Lagging	A prediction of the total revenue a business can expect from a single customer account.	$(\text{Avg. Purchase Value} * \text{Avg. Purchase Frequency}) / \text{Churn Rate}$
58	Net Revenue Retention (NRR)	Lagging	The percentage of recurring revenue retained from existing customers, including expansion and downgrades/churn.	$((\text{Starting MRR} + \text{Expansion} - \text{Downgrades} - \text{Churn}) / \text{Starting MRR})$

59	Gross Revenue Retention (GRR)	Lagging	The percentage of recurring revenue retained from existing customers, excluding any expansion revenue.	$((\text{Starting MRR} - \text{Downgrades} - \text{Churn}) / \text{Starting MRR})$
60	Customer Acquisition Cost (CAC)	Lagging	The total cost of sales and marketing efforts required to acquire a new customer.	$(\text{Total Sales \& Marketing Costs} / \text{Number of New Customers})$
61	CLV-to-CAC Ratio	Lagging	The ratio of customer lifetime value to customer acquisition cost. A key indicator of business model health.	$(\text{CLV} / \text{CAC})$
62	CAC Payback Period	Lagging	The number of months it takes to earn back the cost of acquiring a new customer.	$(\text{CAC} / (\text{ARPA} * \text{Gross Margin \%}))$
63	Net Promoter Score (NPS) / Customer Satisfaction (CSAT)	Lagging	Metrics that measure customer loyalty and satisfaction with your product or service.	
64	Customer Health Score	Both	A composite metric, often a score of 1-100, that predicts a customer's likelihood to churn or grow.	
65	Product Adoption Rate	Leading	The percentage of a customer's licensed users who are actively using the product.	
66	Renewal Rate	Lagging	The percentage of customers who are up for renewal that successfully renew their contract.	
67	Downgrade/Contraction Revenue	Lagging	The amount of MRR lost from existing customers who reduce their subscription level.	
	Category 6: Sales Team Performance & Enablement KPIs		(Measures the effectiveness of your sales management and coaching.)	
68	Sales Rep Ramp Time	Lagging	The average time it takes for a new sales rep to become fully productive and achieve their quota.	
69	Sales Rep Attrition Rate	Lagging	The percentage of sales reps who leave the company in a given period.	
70	Forecast Accuracy	Lagging	The percentage difference between the sales team's forecasted revenue and the actual revenue achieved.	$(1 - (\text{Actual Revenue} - \text{Forecasted Revenue}))$

71	Percentage of Reps Achieving Quota	Lagging	The percentage of the sales team that met or exceeded their quota in a given period.	(Reps at or above Quota / Total Reps)
72	Time Spent Selling vs. Admin Tasks	Both	The ratio of time spent on core selling activities versus time spent on administrative tasks like CRM updates.	
73	Sales Tool Adoption Rate	Leading	The percentage of the sales team actively using the provided sales technology stack (e.g., CRM, sales intelligence tools).	
74	Pipeline Generated by Rep	Leading	The amount of new pipeline value each individual sales rep is creating.	
75	Win Rate by Rep	Lagging	The individual win rate for each sales rep, useful for identifying coaching opportunities.	
76	Average Deal Size by Rep	Lagging	The individual average deal size for each rep.	
77	Sales Training ROI	Lagging	The return on investment for sales training programs, often measured by performance improvement post-training.	
	Category 7: Channel & Partner Sales KPIs		(Measures the performance of indirect sales channels and partnerships.)	
78	Number of Partner-Sourced Leads	Leading	The total number of leads generated and submitted by channel partners.	
79	Partner Lead Conversion Rate	Lagging	The percentage of partner-sourced leads that convert into customers.	
80	Partner-Sourced Revenue	Lagging	The total revenue generated from deals originating from channel partners.	
81	Partner Contribution Margin	Lagging	The profit margin on deals sourced through partners after accounting for partner commissions and costs.	
82	Average Sales Cycle for Partner Deals	Lagging	The average time it takes to close a deal that was sourced through a partner.	

83	Partner Engagement/Activation Rate	Leading	The percentage of signed partners who are actively submitting leads or closing deals.	
84	Through-Partner Marketing ROI	Lagging	The return on investment for marketing development funds (MDF) or other partner marketing activities.	
	Category 8: Industry-Specific KPIs		(These KPIs are highly important within their specific industry context.)	
	SaaS / Software			
85	Lead Velocity Rate (LVR)	Leading	The month-over-month growth in qualified leads. A key indicator of future growth potential.	$((\text{Current Month's SQLs} - \text{Last Month's SQLs}) / \text{Last Month's SQLs})$
86	Daily/Monthly Active Users (DAU/MAU)	Both	The number of unique users who engage with your product on a daily or monthly basis.	
87	Free Trial Conversion Rate	Lagging	The percentage of free trial users who convert to paying customers.	$(\text{New Customers from Trial} / \text{Total Trial Users})$
88	"Magic Number"	Lagging	A measure of sales and marketing efficiency for recurring revenue businesses.	$((\text{Current Quarter's New ARR} * 4) / \text{Previous Quarter's S\&M Expense})$
	Retail / eCommerce			
89	Sales per Square Foot	Lagging	The average revenue generated for every square foot of sales space.	
90	Average Transaction Value (ATV)	Lagging	The average amount spent by a customer in a single transaction.	$(\text{Total Revenue} / \text{Number of Transactions})$
91	Foot Traffic	Leading	The number of people who enter a physical store location.	
92	Shopping Cart Abandonment Rate	Lagging	The percentage of online shoppers who add items to a cart but do not complete the purchase.	$(1 - (\text{Completed Transactions} / \text{Carts Created}))$

93	Inventory Turnover	Lagging	The number of times inventory is sold or used in a given time period.	(Cost of Goods Sold / Average Inventory)
94	Sell-Through Rate	Lagging	The percentage of units received from a manufacturer that are sold to customers.	(Units Sold / Units Received)
	Manufacturing / Industrial			
95	Quote-to-Order Ratio	Lagging	The percentage of quotes or proposals that are converted into firm orders.	(Orders Won / Quotes Sent)
96	Order Size by Product Line	Lagging	The average monetary value or unit volume of orders for specific product categories.	
97	Sales by Channel (Direct, Distributor, OEM)	Lagging	The breakdown of revenue coming from different sales channels.	
98	Reorder Rate	Lagging	The frequency with which existing customers place new orders for products or materials.	
	Professional Services / Consulting			
99	Billable Utilization Rate	Lagging	The percentage of an employee's total working hours that are billed to clients.	(Billable Hours / Total Available Hours)
100	Project Profitability / Margin	Lagging	The net profit generated from a specific client project after all costs are accounted for.	
101	Revenue per Billable Employee	Lagging	The total revenue divided by the number of client-facing, billable employees.	
102	Project Backlog	Leading	The total value of signed contracts for future work that has not yet been delivered.	
	Airlines			

103	Revenue per Available Seat Mile (RASM)	Lagging	Total revenue divided by the total number of available seat miles. Measures overall revenue efficiency.	
104	Passenger Load Factor (PLF)	Lagging	The percentage of available seats on flights that are filled with paying passengers. A measure of capacity utilization.	(Revenue Passenger Miles / Available Seat Miles)
105	Passenger Yield	Lagging	The average revenue generated per passenger, per mile flown. A measure of fare pricing effectiveness.	
106	Cost per Available Seat Mile (CASM)	Lagging	The total operating costs divided by the number of available seat miles. Measures cost efficiency.	
	Hotels / Hospitality			
107	Revenue Per Available Room (RevPAR)	Lagging	The hotel's average daily rate (ADR) multiplied by its occupancy rate. The primary metric for hotel performance.	(ADR * Occupancy Rate)
108	Average Daily Rate (ADR)	Lagging	The average rental income per occupied room per day.	(Room Revenue / Rooms Sold)
109	Occupancy Rate	Lagging	The percentage of available rooms that are sold or occupied for a given period.	(Rooms Sold / Total Rooms Available)
110	Average Length of Stay (ALOS)	Lagging	The average number of nights guests stay at the hotel.	
	Pharmaceutical / Life Sciences			
111	New Prescriptions (NRx) / Total Prescriptions (TRx)	Lagging	The number of new prescriptions vs. total (new + refills) written for a drug in a territory.	
112	Physician Reach & Frequency	Leading	The number of target physicians met with (reach) and the average number of visits per physician (frequency).	
113	Market Share by Territory	Lagging	The percentage of a drug's sales compared to the total sales for its therapeutic class in a specific region.	
114	Sample Utilization Rate	Lagging	The volume of drug samples distributed compared to the amount allocated to a sales rep.	