



KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for

SALES



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Sales KPI Encyclopedia

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Sales

Sales

Sales

Inside Sales

Lead Generation & Research

Outside Sales

Performance Management

Pricing & Quotation

Sales Support

Vendor Alliances & Management

A Sales Department is made up of several functions, which work together to identify and sell to potential customers and maintain existing relationships with clients.



Sales

Cost

- **Sales Expense as a Percentage of Total Expense** – The total Sales expense divided by total, company-wide expense over the same time period, as a percentage.
- **Sales Expense per Sales Representative** – The total Sales-related expense (salary, commissions/bonuses, overhead) incurred by the company over a certain period of time divided by the total number of Sales representatives.
- **SG&A as a Percentage of Sales** – The total sales, general and administrative-related expenses divided by total sales generated over the same period of time, as a percentage.
- **Technology Expense as a Percentage of Total Sales Expense** – The total sales technology-related expense divided by total Sales Department expense over the same period of time, as a percentage.
- **Total Expense: Sales** – The total expense incurred by the Sales Department over a given period of time.
- **Total Operating Expense as a Percentage of Sales** – The total operating expense for the company divided by the total dollar amount of sales generated over the same period of time.
- **Training Expense per Sales Representative** – The total training expense incurred by the Sales Department over a certain period of time divided by the total number of Sales representatives.

Headcount

- **Sales Managers per Billion Dollars of Revenue** – The total number of Sales managers working for the company divided by each billion dollars of revenue earned by the company over the same period of time.
- **Sales Representative Headcount Ratio** – The number of company-wide, full-time equivalent employees (FTEs) divided by the total number of direct Sales representatives.
- **Sales Representatives per Billion Dollars of Revenue** – The total number of Sales representatives working for the company divided by each billion dollars of revenue earned by the company over the same period of time.
- **Total Headcount: International Sales Force** – The total number of non-domestic Sales employees working for the company at a certain point in time.
- **Total Headcount: Sales** – The total number of Sales employees working for the company.

Organizational

- **Management Levels: Sales** – The total number of management levels, or layers, in the Sales Department.
- **Organizational Structure: Sales** – Yes/no metric indicating whether the Sales function is centralized (all employees in a single location) or decentralized.
- **Span of Control: Sales** – The average number of Sales representatives reporting to each sales manager.

Productivity

- **Cycle Time: Customer Acquisition** – The average number of minutes required obtain a new customer, from the time a potential customer is contacted (whether face-to-face or through a medium such as a telephone) until the customer purchases an item.
- **Sales per Sales Representatives** – The total number of sales made over a certain period of time divided by the total number of Sales representatives.

Revenue

- **Gross Profit** – The total revenue generated minus the cost of goods sold (COGS) over a certain period of time.
- **Gross Profit as a Percentage of Sales** – The total revenue generated minus the cost of goods sold (COGS) divided by the total sales generated over a certain period of time, as a percentage.
- **Gross Profit Margin** – The total revenue generated minus the cost of goods sold (COGS) divided by total revenue (sales + interest, royalties, etc.) generated over the same period of time, as a percentage.
- **Median Sales** – The median dollar amount of sales generated by the company over a certain period of time.
- **Net Profit as a Percentage of Sales** – The total net profit (before taxes) divided by the total sales generated over the same period of time, as a percentage.
- **Net Profit Before Taxes** – Total net profit generated by the company, before taxes, over a certain period of time.
- **Operating Margin** – The total operating income divided by the total net sales generated over the same period of time, as a percentage. Net sales accounts for the value of returned goods and warranties.
- **Profit as a Percentage of Sales** – The total profit generated by the company (before taxes) divided by the total sales generated over the same period of time, as a percentage.

Sales (Cont.)

KPI Encyclopedia

Revenue (Cont.)

- **Revenue per Sales Employee** – The total revenue obtained by the company divided by the total number of Sales Department employees.
- **Sales Growth** – The percent change in total sales generated by the company over a certain period of time.
- **Sales to Assets** – The total sales generated divided by the total dollar amount of assets held by the company over the same period of time.
- **Total Revenue: Sales** – The total revenue earned by the Sales Department over a given period of time.

Volume

- **New Customer Acquisition** – The total number of new customers obtained during a given time period.
- **Total Volume: Sales** – The total number of sales made over a given period of time.

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