

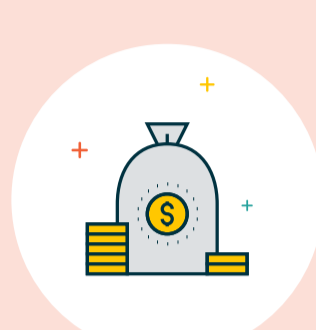
Revenue Success Metrics



Gross/Net Profit Margins

Gross Profit =
Net Sales – Cost of Goods and Services (COGS)

Net Profit =
Gross Profit – (Total Operating Expenses + Taxes + Interest + Depreciation + Amortization)



Sales Revenue

Revenue =
Price Per Unit Sold x Number of Units Sold



Prospecting Activity

- ✓ Client Calls/Emails
- ✓ Meetings with Prospects
- ✓ Product/Service Demos
- ✓ Any Other Applicable Activities



Funnel Flow

- 01 Leads Qualification Stages
- 02 Average Lead Response Time
- 03 Content Engagement Throughout the Funnel
- 04 Qualification Ratio Between Funnel Stages
- 05 Closing Rates vs. Targets



Customer Retention

$$CG^* - CL^* = \Delta C^*$$

*CG = Customer Gained

*CL = Customer Lost

*ΔC = Customers lost/gained



Churn Rate

$$\Delta C^* / \Delta T^* \times C = \text{Customer Churn}$$

*ΔC = Customers lost/gained

*ΔT = During a period



Year-to-Date Sales Growth

$$(VC^* - VS) / VS \times 100 = \Delta V\%$$

*VC = Current sales volume

*VS = Volume of Customers

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