

# 10 KPIs

to measure predictable revenue growth

**"You can't improve what you don't measure."**

- Peter Drucker

1



## Pipeline generation

Understand overall demand and if you're creating enough pipeline to achieve your sales targets.

2



## Win rate

Focus on win rate and understand what that says about the sales experience—and how your solutions resonate with potential customers.

3



## Sales as a percentage of plan

Evaluate how well you're pacing to meet your goal and where there may be more opportunities.

4



## % of sales from cross-sell, upsell, and new logos

Understand how these opportunities grow the base of the business.

5



## Lifetime value

Helps you look beyond short-term KPIs affected by macro events, such as seasonality, political-economic factors, and global pandemics.

6



## Customer Acquisition Costs (CAC)

CAC determines how costly—and ultimately how profitable—growth is for your company.

7



## Customer satisfaction and feedback (CSAT)

You can learn about general customer happiness and measure your business against your competition.

8



## Customer churn

Gain critical insights into the strengths, weaknesses, and opportunities associated with your company and its offerings.

9



## Regrettable attrition

Harness these insights into the strengths and weaknesses of your process to help predict hiring and onboarding costs.

10



## Sales productivity

Look at the sales process, close rates, deal stages, and touchpoints to see where efficiency can be gained.