

BDU KEY METRICS AND NUMBERS

Sales is truly a numbers game. Once you can identify some key metrics, you can then figure out the activity levels necessary to achieve desired results. **Fill in your information in the spaces below.**

METRICS	EXPLANATION	YOUR INFO
Average annual revenue per customer	Total revenue / # Customers	
Largest annual revenue per customer	The most any one client spends on your products or services per year	
Smallest annual revenue per customer	The least any one client spends on your products or services per year	
# Products or services sold	Total # individual offerings	
# Products or service groupings sold	# Categories of offerings	
Longest sales cycle	Longest time from 1st appointment to close	
Shortest sales cycle	Shortest time from 1st appointment to close	
Close Ratio	# Proposals / # Sales	
Proposal Ratio	# Appointments / # Proposals	
Calls to Contacts	# Dials to get one decision maker on the phone	