**Brainstorming**

Nandhakumar Raj S

* Sales growth - Sales growth shows how much your revenue increases (or decreases) over a specific period of time. This metric provides a bird’s-eye view of sales and how your team is performing.

### Sell-through rate -The sell-through rate assesses how quickly a business can sell its inventory.

### Time spent Selling -Sum of time logged on each sales activity.

### Success percentages by generation type – (Successful deals by type/Total number of successful deals)\*100

Nitish Kumar S

### Sales target- Sales target evaluates current sales and compares them to your bigger, long-term goals.

### Sales per product - Sales per product, also called product performance, shows the profitability of each product you sell.

### Ratio of sales made to new vs existing customers – Whether new leads or existing customers are making up the bulk of your sales.

### Sales Forecast Accuracy - While a sales forecast is never going to be 100 % accurate, the closer the better.(Revenue generated from sales /Forecasted Sales revenue)\*100

Pradhiksha S

### Sales per rep - Sales per rep measures the individual performance of your agents.

### Pipeline velocity - Pipeline velocity measures how quickly leads and prospects move through your sales pipeline.

### Lead Response time- Average time taken to respond to leads.

### Follow up time- Average time taken before a follow up communication is made.

Varsha A

### Sales by region -Sales by region dives into the volume of sales in key geographical areas for your business.

### Average purchase value -Average purchase value, or average sale value, examines the average value of each transaction.

### eMails sent – With activity insights you can track the number of emails sent by all reps and each rep.

### Average deal size – The average revenue per sale. Total sales revenue/No. of closed deals

### Top 3 Ideas

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