



Key Performance Indicators (KPIs)

Revenue Targets:

- Achieve quarterly and annual sales revenue targets.
- Percentage growth in revenue from new and existing clients.

Sales Conversion Rate:

- Ratio of leads converted to sales.
- Improvement in conversion rates over specified periods.

Client Acquisition and Retention:

- Number of new clients acquired.
- Client retention rate and customer satisfaction scores.

Sales Cycle Length:

- Reduction in the average time to close a sale.
- Improvement in efficiency of the sales process.

Team Performance:

- Achievement of individual and team sales targets.
- Employee satisfaction and turnover rates within the sales team.

Market Penetration:

- Market share growth in key segments.
- Successful entry into new markets or regions.