

STRATEGIC PERFORMANCE

Market shares
company growth vs. market growth
% new business vs existing
Target achievement
Revenue structure
Product segments
Product depth
% of total available market
Price positioning

Customer structure
Risk of dependency
Company awareness
Position & visibility in digital space
Competitive position
Social Media perception
Innovation degree
New market segments
% segment shares

EFFICIENCY PERFORMANCE

Sales costs
Marketing ROI
Cost of customer acquisition
Delivery accuracy
Returns-Management
Reaction time
Close rates
Forecast accuracy
Sales cycle length

Efficiency of sales processes
Adoption of technology
Performance monitoring
Number & quality of KPIs
% effective sales time
CRM-Adoption Rate
Data Quality & Usage
Reporting quality
Business Intelligence level

ORGANIZATIONAL PERFORMANCE

Collaboration Quality
Information transfer
Knowledge management
Agility & Flexibility
Leadership
Expertise
Sales competence
Service-Level
Customer knowledge

Employee satisfaction
Employee fluctuation
Attitude & Commitment
Recruiting Quality
Training Effectiveness
Perception in the market
Capabilities of the organization
Project Implementation
Digital Competence

KPI



CHANNEL PERFORMANCE

Sales Channel Split
Profitability / Sales channel
Distribution performance
Goal Achievement / Channels
Close Rates / Channels
Customer Satisfaction / Channel
Channel Diversity
Multichannel performance
Communication

Turnover / sales territories
Sales / Market Segment
% Market shares of partners
Fluctuation of partners
Profitability / territory
E-Commerce
Cross-channel efficiency
Communication channels efficiency

CUSTOMER PERFORMANCE

Customer growth
Customer profitability
Customer churn
Key Account Performance
Customer depth
Share of Wallet
Contract duration
Customer satisfaction
Retention

Net Promoter Score
Number of new customers
X-Selling Ratio
Customer Lifetime Value
Customer Experience
References, Use Cases
Reviews
Degree of interaction
Social Engagement

SALES EMPLOYEE PERFORMANCE

Target achievement
Growth rates
Profitability
Close ratio, X-Sell Ratio
Pipeline Quality
Business Development
Customer development
Opportunity Size
Product depth
Strategic planning

Conversion-Time
New Customers
% Lead to Customer
Social Engagement
Social Selling Quality
Network Quality
Positioning in the digital space
Technology-Adoption
Solution competence
Consulting