

METRIC MONDAY

# Are you ready?

The metrics you should be tracking and benchmarking in your organization



*Today's contenders...*



**METRICS·GYM**



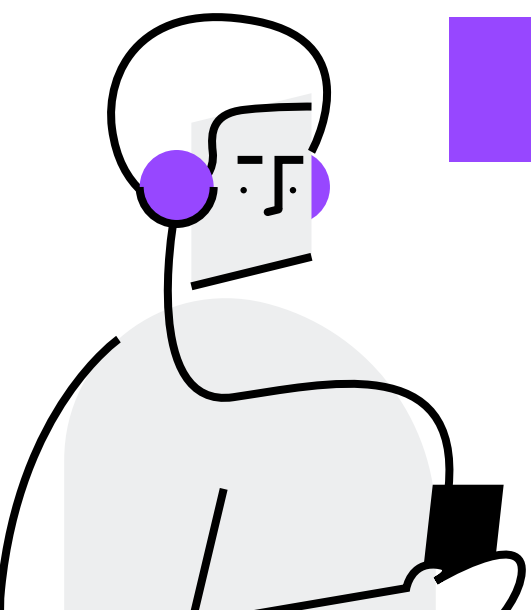
# Sales & Marketing

## What is it?

Dollar value spent on sales and marketing personnel, marketing events, sponsorships, advertising, etc.

**Extra!** Calculating your sales and marketing expenditures as a percentage of your company's annual revenue.

$$\text{S\&M} \begin{matrix} \text{(\% Of Rev)} \end{matrix} = \left( \frac{\text{Sales \& Marketing Expenses}}{\text{Annual Revenue}} \right) \times 100$$



**METRICS·GYM**

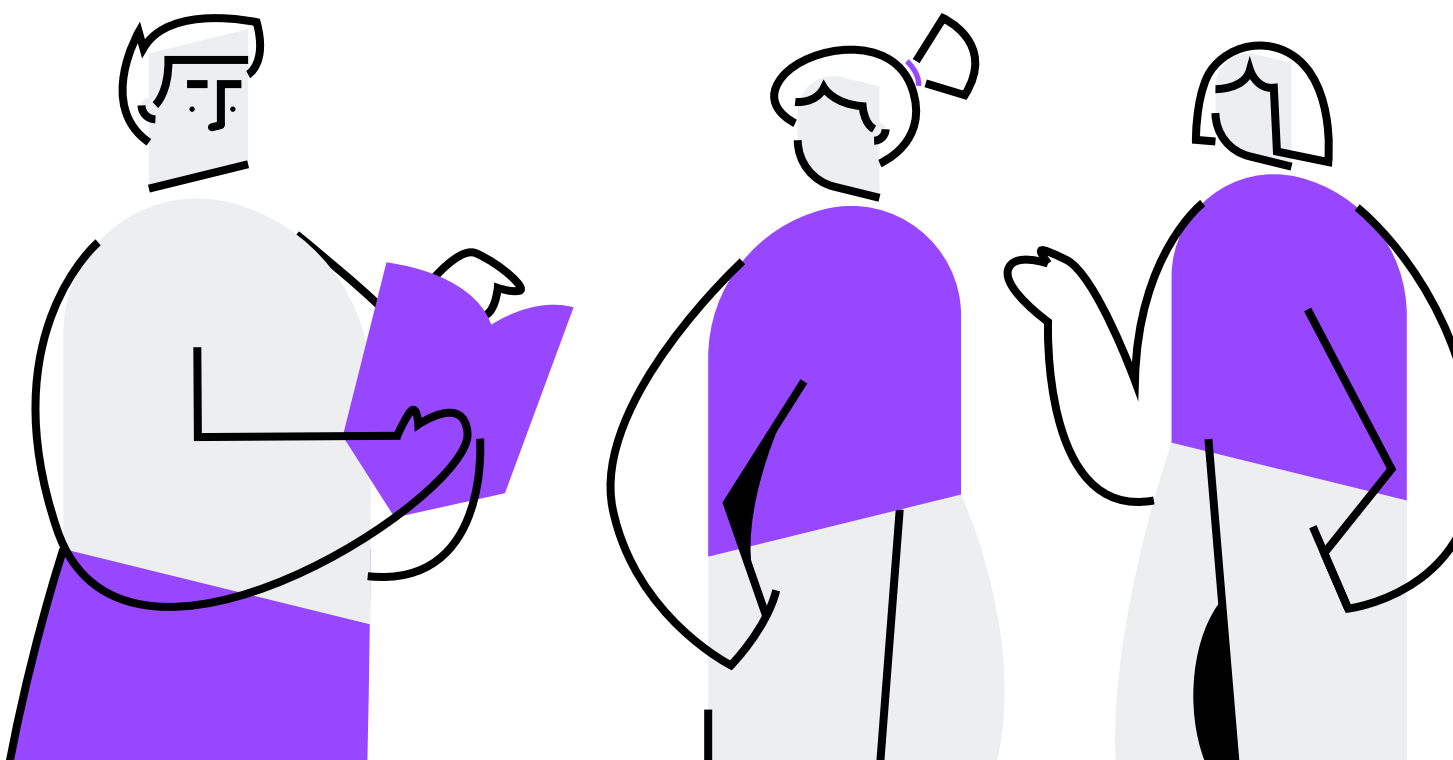
# Total Bookings per Sales & Marketing FTEs

## What is it?

A measurement of your annual bookings divided by the number of your sales & marketing employees. This can help identify potential issues in sales & marketing headcount.

$$\text{Total Bookings per Sales \& Marketing FTEs} = \frac{\text{Total Bookings}}{\text{Sales \& Marketing FTEs}}$$

**METRICS·GYM**

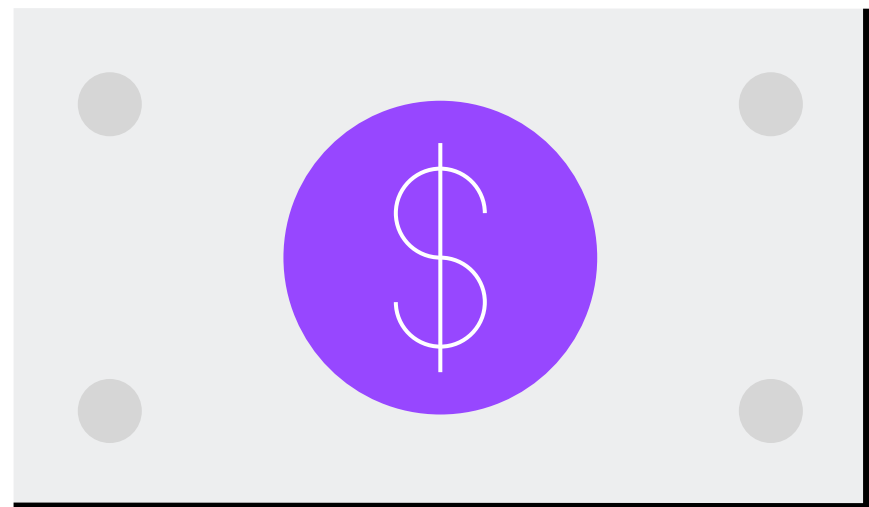
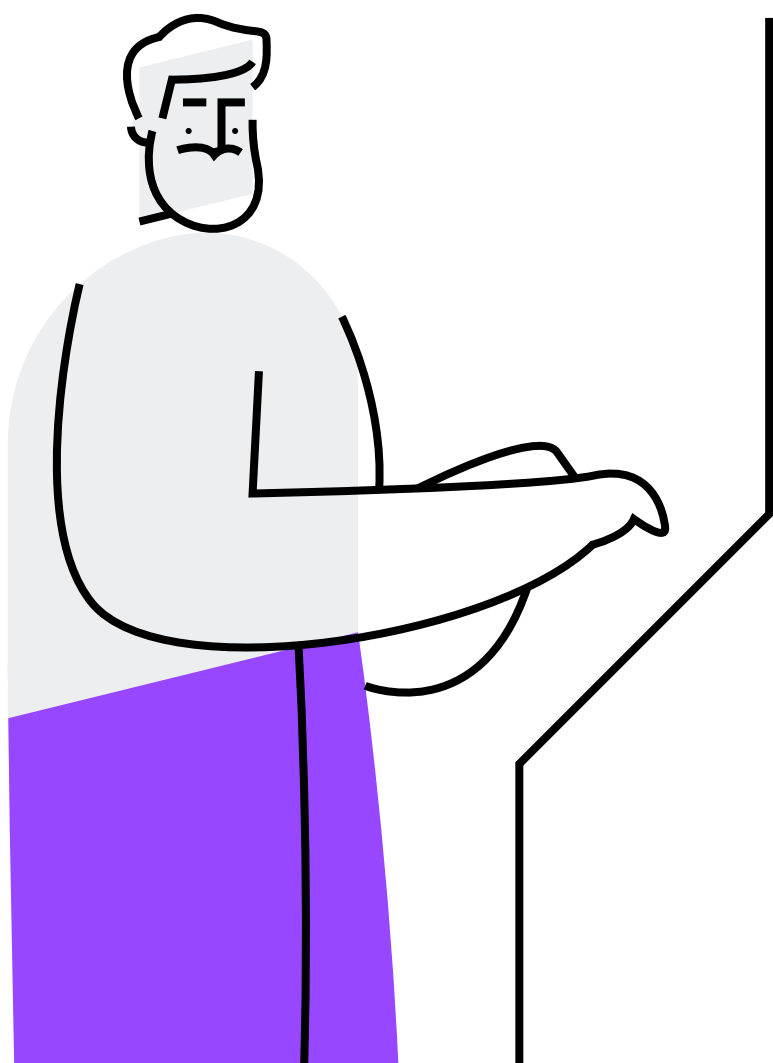


# Gross Margin

## What is it?

The difference between your annual revenue and your cost of goods sold (COGS), divided by your annual revenue.

$$\text{Gross Margin} = \left( \frac{\text{Annual Revenue} - \text{COGS}}{\text{Annual Revenue}} \right) \times 100$$



# Forecast Year

## **F.Y. Year Total Annual Revenue (\$)**

Your expected annual revenue from non-recurring sources (one-time payments, physical product purchases, individual transactions, etc.) over the course of the upcoming year.

## **F.Y. Year Recurring Revenue (\$)**

Your expected recurring annual revenue from recurring sources (long-term contracts, subscription renewals, etc.) in the upcoming year.

*These values should be a relatively accurate estimation based on hard data, and not just an ideal value for best comparisons to competitors.*

**METRICS·GYM**





**Like what you see?**

**FOLLOW US FOR MORE METRIC MONDAYS**

[metricsgym.com](https://metricsgym.com)

**METRICS·GYM**