

Lead Generation

Periodic Table of Inside Sales Metrics

Top Challenges

50% LG Groups Report to Sales	Inside Sales							Quota & Contribution			#1 Productivity
1:3.5 Ratio of LGR:Field Reps	\$889k Average Annual Quota							22% Conversion LG Leads:Opps	49% LG Contrib. to Pipeline	42% IS Contrib. to Revenue	#2 Performance
\$48K Average Base Salary	\$54k Average Order Size							\$54k Average Base Salary	15 Leads Passed LGR Monthly	\$889k ISR Annual Quota	#3 Metrics
\$74k Average Total Comp	\$53k Average Base Salary	IS Management						\$90k Average Total Comp	\$4.5k Average MRR Quota	108days Average IS Sales Cycle	#4 Hiring
15 Average Appts. Monthly Quota	\$98k Average Total Comp	1:7 Ratio Manager:LGRs	1:8 Ratio Manager:ISRs	\$91k Base Salary IS Manager	\$117k Base Salary Dir. IS	\$90k Average Total Comp	\$4.5k Average MRR Quota	108days Average IS Sales Cycle	#4 Hiring		
3.2mo. Average Ramp Time	9.3touches Move Prospect To Win	\$75k Base Salary LG Manager	\$109k Base Salary Dir. LG	\$134k Total Comp IS Manager	\$186k Total Comp Dir. IS	90days Average Ramp Time	\$800k Average ARR Quota	59% % of Calls Responding to Inbound Leads	#5 Systems		
47calls Daily Average	4.5mo. Average Ramp Time	\$109k Total Comp LG Manager	\$156k Total Comp Dir. LG							SaaS / Inside Sales	

LG Management

Table Key: IS — Inside Sales LG — Lead Generation
 ISR — Inside Sales Rep LGR — Lead Generation Rep
 MRR – Monthly Recurring Revenue
 ARR – Annually Recurring Revenue



Build. Expand. Optimize. Sales Strategies