

# INSIGHT'S PERIODIC TABLE OF SAAS SALES METRICS

## BUS DEV REPS (BDR)

## RETENTION

**2**  
Months new BDR ramp time

**60%**  
Cold calls

**40%**  
MLQ follow up

**10**  
Target # of SLQ's/wk

**\$70k**  
OTE: 60/40 Base/Variable

**1:2**  
Ratio BDR : FSR

**3**  
Months new ISR Ramp Time

**60%**  
Promoted from BDR

**\$130k**  
OTE: 50/50 B/V

**20%**  
of BDR teams report to mktg

**70**  
Calls/contacts per day

## INSIDE SALES REPS (ISR)

## FIELD REPS (FSR)

**\$2.2-2.5k**  
MRR per deal

**\$150-180k**  
ARR quota per Q

**1:7**  
Ratio Manager : ISR

**6**  
Closed deals per Q

**\$630-720k**  
ARR annual quota

**1:5**  
Ratio SEs : ISR

**6**  
Months new FSR ramp time

**3x**  
Beg. Q pipeline coverage

**4-5x**  
Ratio ISR quota:salary

**40%**  
Promoted from ISR

**\$220k**  
OTE: 50/50 B/V

**5x**  
Beg. Q Pipeline Coverage

**\$5.5-7k**  
MRR per deal

**\$200-330k**  
ARR quota per Q

**3-5x**  
Ratio FSR quota:salary

**3-4**  
Closed deals per Q

**\$800k-1.3M**  
ARR annual quota

**1:3**  
Ratio SE: ISR

**80%**  
Co's give quota relief on 1st year ACV only

**36%**  
Co's pay ~ nothing for 2+ yrs on contract

**30:70**  
Ratio vertical mkt territories: geo

**66%**  
Co's offer trials (try-before-you-buy)

**4:1**  
Ratio ISR:FSR

**40%**  
Co's offer add'l team bonuses

**93%**  
Avg. quota achievement

**8.5%**  
Avg. commission on NBB ARR quota

**6%**  
Avg. commission on upsell ARR

**55%**  
Co's pay full commission for upsells

**2%**  
Median renewals commission rate

**91%**  
Median annual gross \$ retention

**50%**  
Churn in VSBs is uncontrollable on avg.

**90% = 81%**  
Retention equiv. in SMB vs. VSB

**87%**  
NBB from new logos

**13%**  
NBB from net upsells

Legend:

MQL = Marketing Qualified Lead  
 SQL = Sales Qualified Lead  
 Net Upsells = Upsells less customer downgrades  
 OTE = On-Target Earnings  
 SMB = Small-Medium business < 1000 employees  
 VSB = Very Small Business < 50 Employees  
 MRR = Monthly Recurring Revenue  
 ARR = Annual Recurring Revenue  
 ACV = Annual Contract Value, equ. to ARR Quota  
 SE = Sales Engineer/Solution Architect  
 B/V = Base Salary/Variable Salary

**50%**  
Co's compensate on renewal ARR

**50%**  
Co's compensate on Cust. Sat (e.g. NPS)

**35**  
Avg. acct renewals per Q

**60%**  
AMs responsible for upsell ARR

**30%**  
Time spent on customer support

**30-50%**  
Avg. NPS score

**\$80-100k**  
OTE: 70/30 B/V

**25%**  
Co's give quota relief for PS but no commissions

**60%**  
Co's give bonus for cust. case study/press

**54%**  
Co's offer PS along w/ Subscriptions

**1:75**  
Avg. Ratio AMs : customers

**25%**  
Avg. PS Rev as % 1st Year ACV

**15%**  
Conversion rate: SQL to opportunity

**30%**  
Conversion rate: Opportunity to closed deal

## ACCOUNT MANAGERS

## PROF. SERVICES