



## Top 25 Sales KPIs of 2011-2012

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The "Top 25 Sales KPIs of 2011-2012" report provides insights into the state of sales performance measurement today by listing and analyzing the most visited KPIs for this industry on smartKPIs.com in 2011. In addition to KPI names, it contains a detailed description of each KPI, in the standard smartKPIs.com KPI documentation format, that includes fields such as: definition, purpose, calculation, limitation, overall notes and additional resources. This product is part of the "Top KPIs of 2011-2012" series of reports and a result of the research program conducted by the analysts of smartKPIs.com in the area of integrated performance management and measurement. SmartKPIs.com hosts the largest catalogue of thoroughly documented KPI examples, representing an excellent platform for research and dissemination of insights on KPIs and related topics. The hundreds of thousands of visits to smartKPIs.com and the thousands of KPIs visited, bookmarked and rated by members of this online community in 2011 provided a rich data set, which combined with further analysis from the editorial team, formed the basis of these research reports.



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