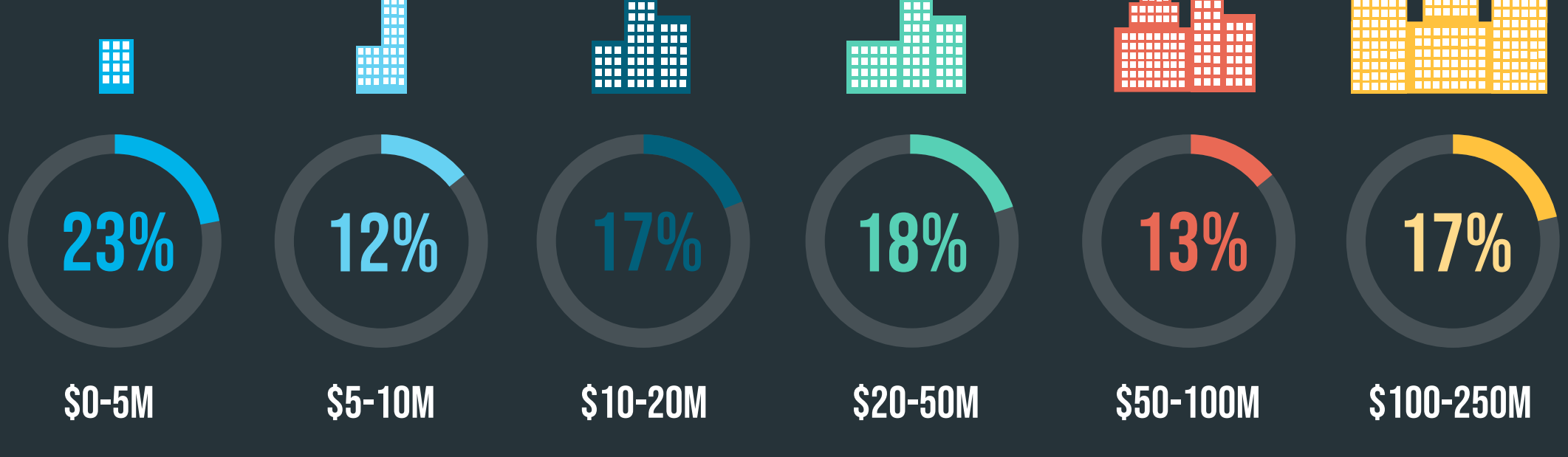


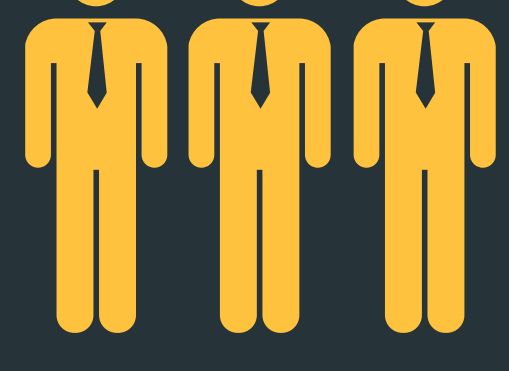
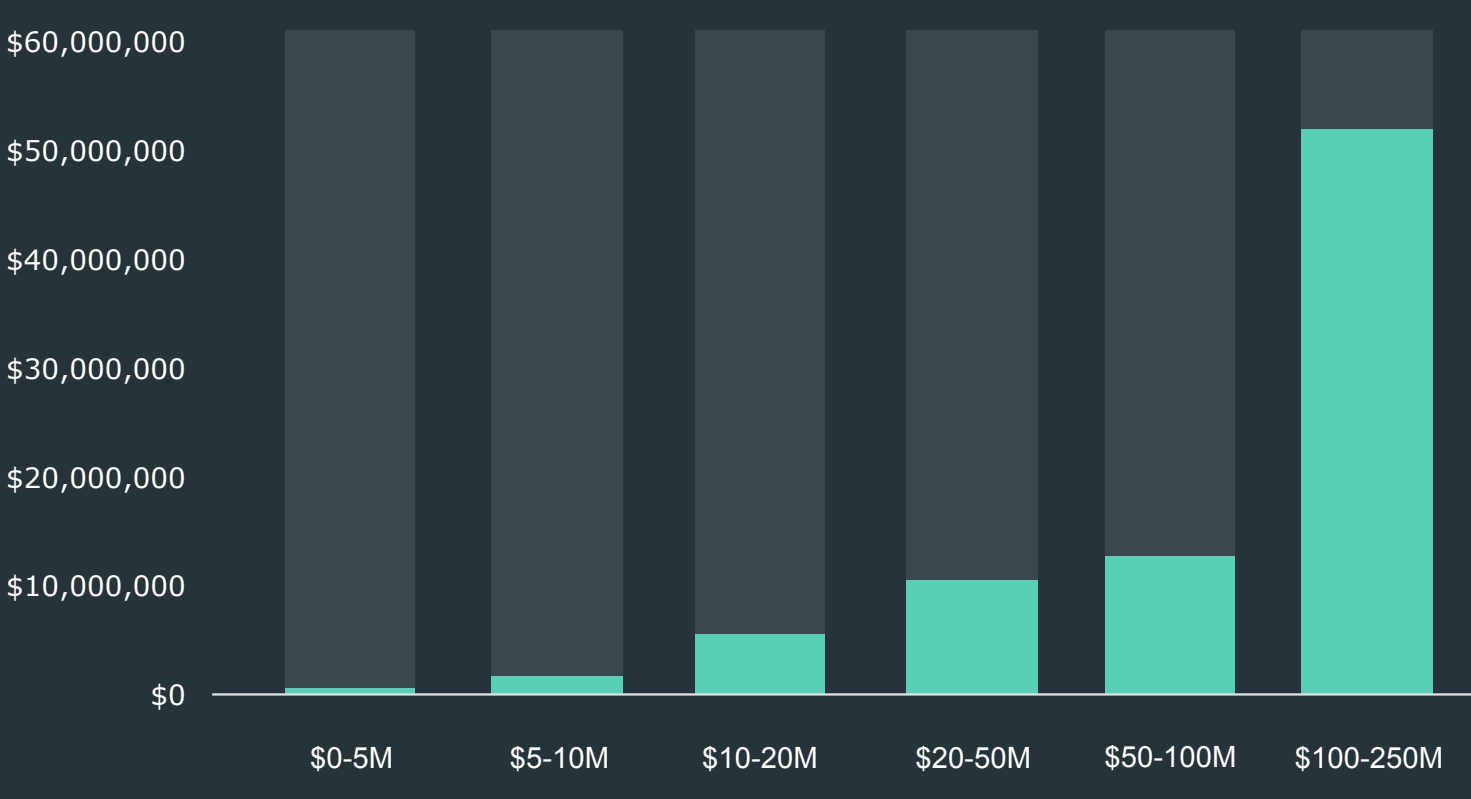
# SAAS SALES PLANNING BENCHMARKS

InsightSquared partnered with OPEXEngine to track key SaaS sales metrics and survey peers to benchmark optimal performance. How do you stack up?

## PARTICIPANT ARR SIZE



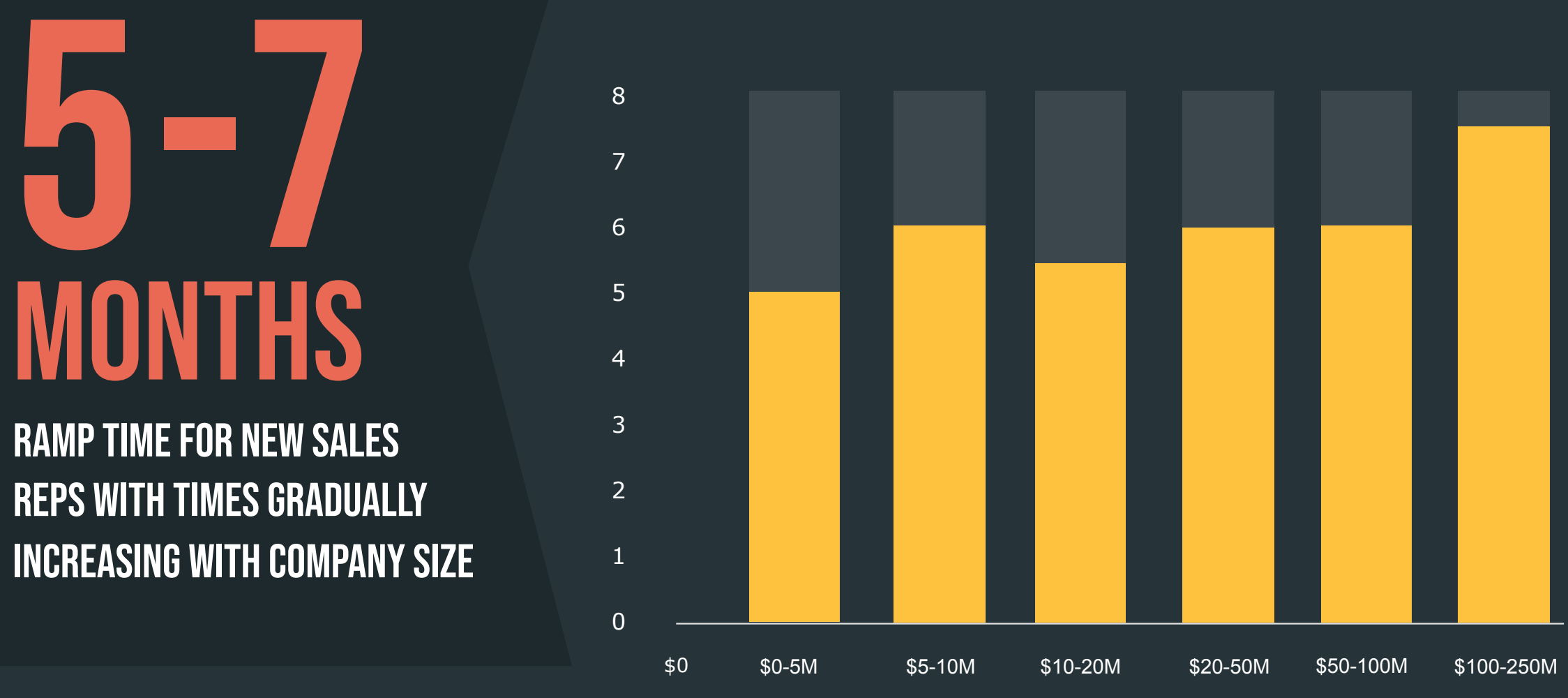
## TOTAL MEDIAN SALES EXPENSE BY ARR



SALES HEADCOUNT INCREASES AS REVENUE INCREASES, WITH THE LARGEST CHANGE OCCURRING OVER

**\$100M**

## RAMP TIME FOR NEW REPS (MONTHS)

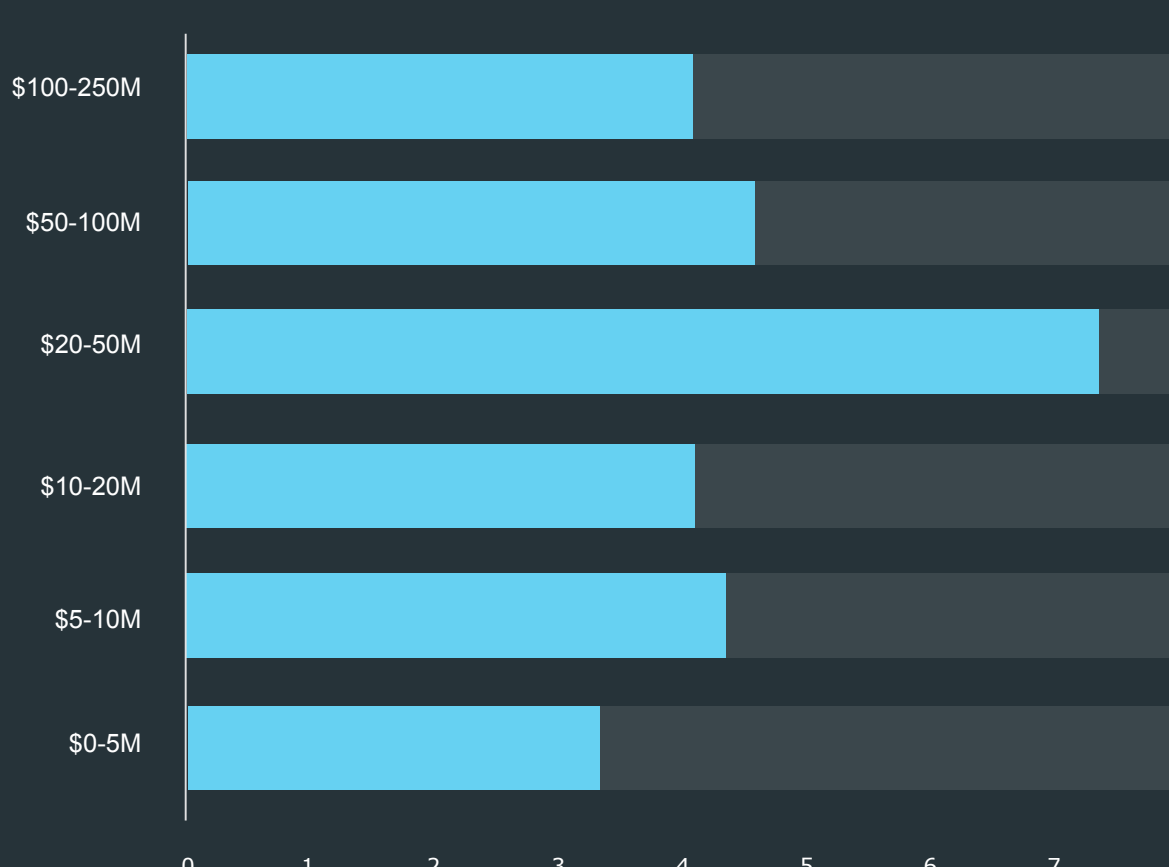


**5-7 MONTHS**

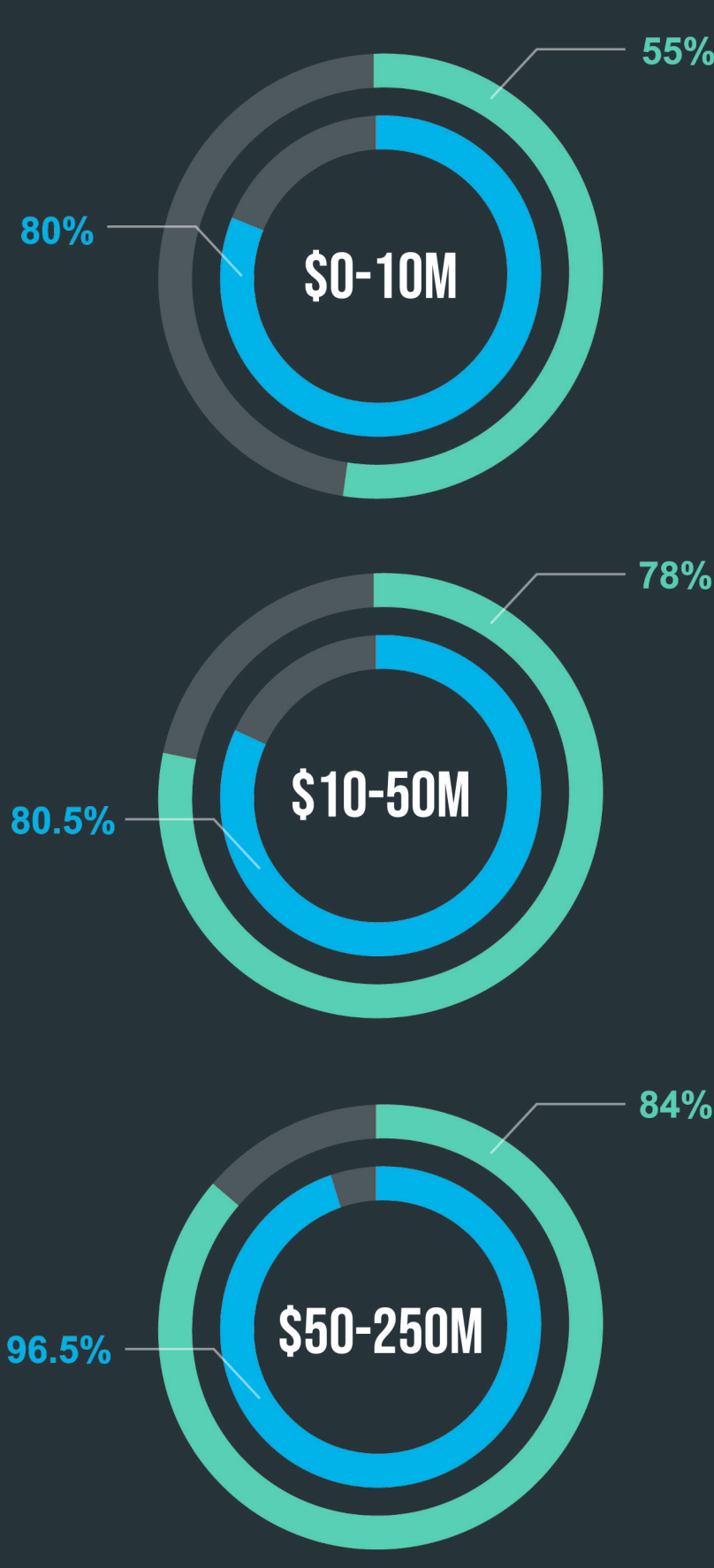
RAMP TIME FOR NEW SALES REPS WITH TIMES GRADUALLY INCREASING WITH COMPANY SIZE

## QUOTA MULTIPLE

AVG QUOTA IS X TIMES LARGER THAN ON-TARGET EARNINGS (OTE)

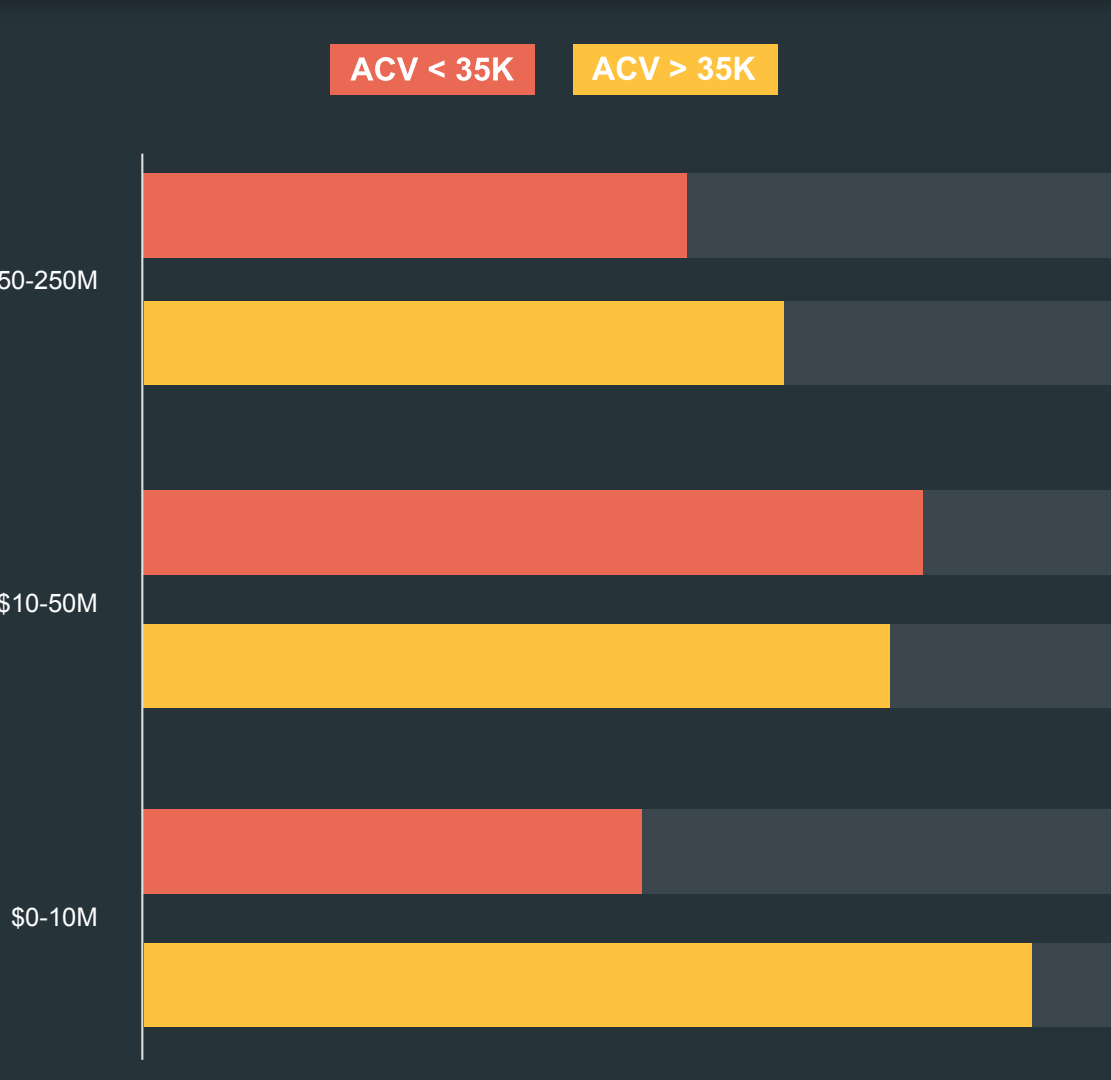


## AVERAGE QUOTA ATTAINMENT PERCENTAGE BY REVENUE GROWTH RATES



REGARDLESS OF A COMPANY'S GROWTH RATE, THE AVERAGE SALES CYCLE WILL INCREASE AS THE SIZE OF THE COMPANY INCREASES

## AVERAGE NEW BUSINESS WIN RATE (%)

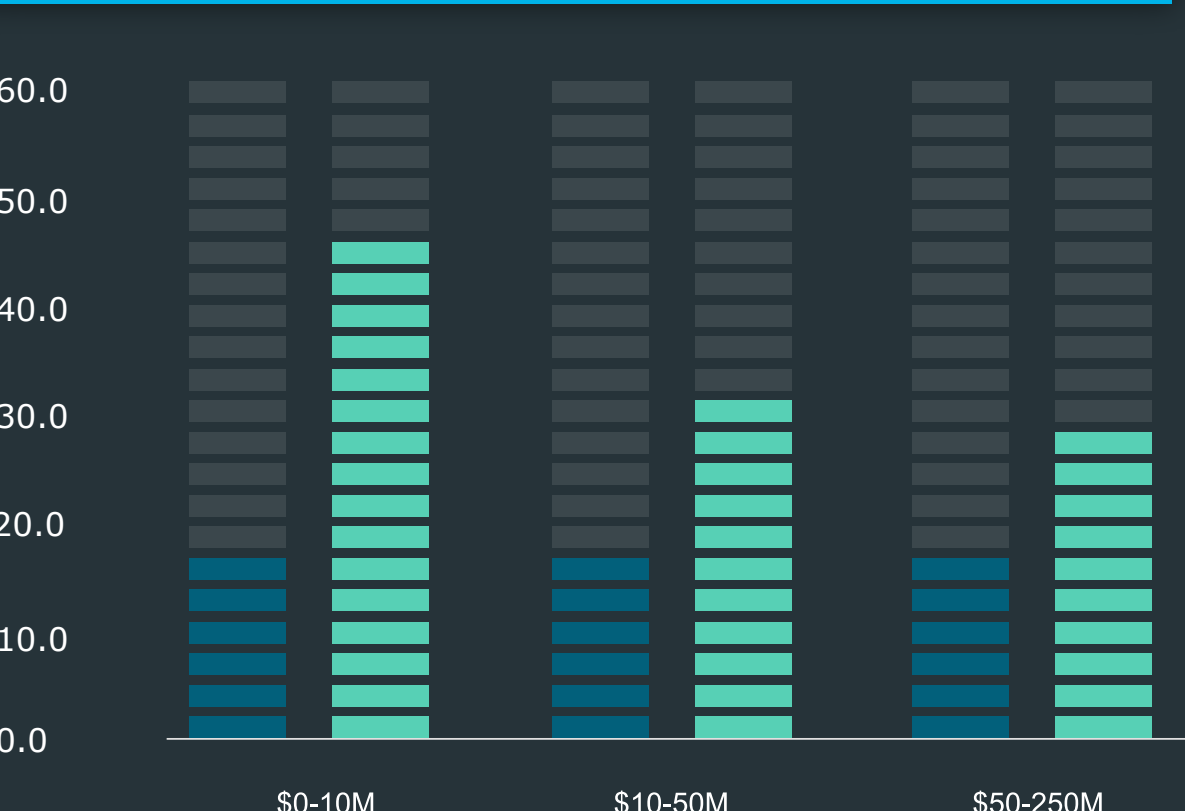


COMPANIES WITH HIGHER CLV OFTEN NEED TO SPEND MORE ON

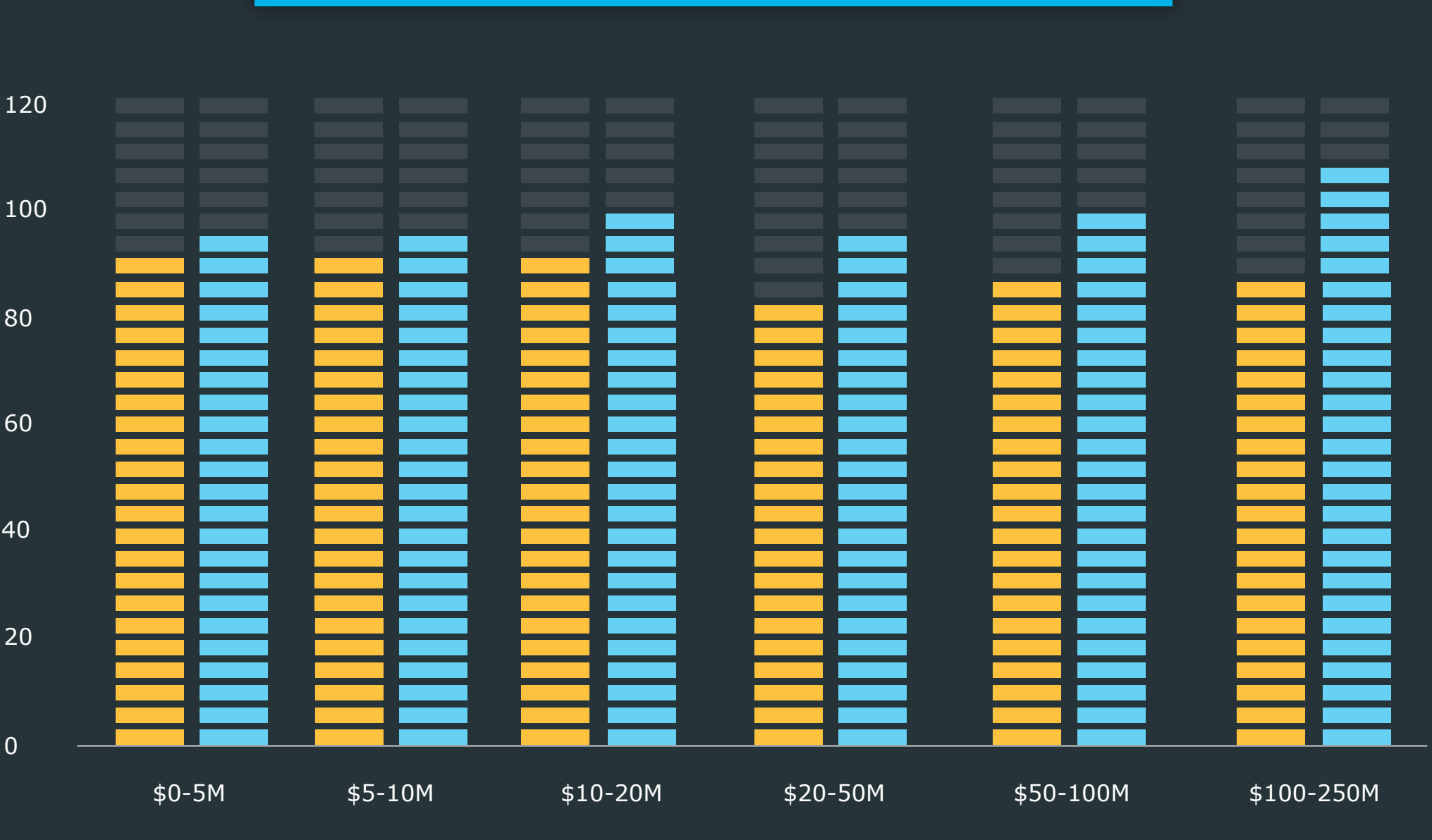
**CUSTOMER SERVICE, SALES AND MARKETING**

TO RETAIN A HIGH VALUE CUSTOMER BASE

## NEW CUSTOMERS AS % OF TOTAL CUSTOMERS



## CUSTOMER AND NET DOLLAR RETENTION RATES (%)



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**WANT TO DIVE DEEPER?**  
LISTEN TO OUR WEBINAR ON SAAS SALES PLANNING BENCHMARKS