

# PERIODIC TABLE OF B2B SALES METRICS



## SALES DEVELOPMENT

<b>68%</b> SDR Groups Report to Sales	<b>B2B AEs</b>
<b>1:2.6</b> Ratio of 1 SDR : AEs	<b>\$1.2M</b> Median Annual Quota
<b>\$50K</b> Median Base Salary	<b>\$66K</b> Median Base Salary
<b>\$76K</b> Median Total Comp (OTE)	<b>\$132K</b> Median OTE
<b>1.8 yrs</b> Average SDR Tenure	<b>2.6 yrs</b> Average AE Tenure
<b>3.1 mo.</b> Average Ramp Time	<b>4.9 mo.</b> Average Ramp Time
<b>40 dials</b> Daily Median	<b>5.0</b> Median Discovery Calls per Week

## TECH STACK

### SDR QUOTA & CONTRIBUTION

<b>19</b> Stage 0 Meets Passed / Month	<b>10.5</b> Stage 0 Opptys Passed / Month	<b>66%</b> % of Reps Achieve Quota
<b>\$79K</b> Median Base Salary	<b>8.0</b> Median SDR-Sourced Appts. per AE/month	<b>34%</b> % of AE Pipeline from Outbound SDRs
<b>\$158K</b> Median OTE	<b>28%</b> Median Annual Attrition Rate	<b>36%</b> % of AE Pipeline Sourced by Marketing
<b>10%</b> Median New ACV Comission	<b>\$775K</b> Median ACV Quota	<b>\$460</b> Median Spend on Tech (PUPM)

<b>SALES ENGAG. PLATFORM</b>
<b>LINKEDIN PREMIUM / NAVIGATOR</b>
<b>SALES INTEL. (DATA)</b>
<b>CALL RECORDING &amp; ANALYTICS</b>
<b>CHAT (LIVE OR BOT)</b>

## AE LEADERSHIP

<b>1:8</b> Ratio Manager:SDRs	<b>1:7</b> Ratio Manager:AEs	<b>\$92K</b> Base Salary AE Manager	<b>\$120K</b> Base Salary Director AE
<b>\$88K</b> Base Salary SDR Mgr.	<b>\$120K</b> Base Salary Dir. SDR	<b>\$156K</b> Median OTE AE Manager	<b>\$218K</b> Median OTE Director AE
<b>\$128K</b> OTE SDR Mgr.	<b>\$177K</b> OTE Dir. SDR		

## SAAS AEs

## SDR MANAGEMENT

### ABBREVIATION KEY

ACV - Annual Contract Value	SaaS - Software as a Service
AE - Account Executive	SD - Sales Development
PUPM - Per User Per Month	SDR - Sales Development Rep



creative commons

WWW.BRIDGEGROUPINC.COM