

B2B SALES FUNNEL PERFORMANCE

Conversion Rate Tracking Sheet

Reporting Period: _____
Department: _____

Target Accounts / Leads	0	-
Marketing Qual. (MQL)	0	0.0%
Sales Qual. (SQL)	0	0.0%
Discovery/Meeting	0	0.0%
Proposal Sent	0	0.0%
Negotiation	0	0.0%
Closed / Won	0	0.0%

KEY OBSERVATIONS

ACTION ITEMS / IMPROVEMENTS

Confidential B2B Sales Performance Report â€¢ Generated via Sales Template v1.0