

SALES LEAD FUNNEL

Q3 Fiscal Report | Internal Use Only

Date: _____

Awareness / Leads

1,240 100%

MQL (Marketing Qualified)

842 68%

SQL (Sales Qualified)

415 33%

Proposal / Demo

186 15%

Negotiation / Closed

92 7.4%

AVG. DEAL SIZE

\$12,450

SALES CYCLE

42 Days

WIN RATE

22.1%

STRATEGIC OBSERVATIONS