

# MONTHLY SALES FUNNEL

MONTH: \_\_\_\_\_ 20\_\_\_\_

**TOTAL LEADS**

*Target: 100%*

**QUALIFIED LEADS (MQL)**

*Lead to MQL %: \_\_\_\_\_*

**SALES OPPORTUNITIES**

*MQL to Opp %: \_\_\_\_\_*

**PROPOSALS SENT**

*Closing Ratio %: \_\_\_\_\_*

**NEW CUSTOMERS**

CUSTOMER ACQUISITION COST

TOTAL MONTHLY REVENUE

AVG. DEAL SIZE

Internal Use Only â€¢ Monthly Funnel Performance Template