

OUTBOUND SALES FUNNEL

Period: _____ Owner: _____ Target ROI: _____

PROSPECTING

Total Leads: _____
Reach Rate: _____%

QUALIFICATION

MQLs: _____
Fit Score: _____

DISCOVERY CALL

Meetings: _____
Show Rate: _____%

PROPOSAL

Sent: _____
Value: \$ _____

CLOSED WON

Deals: _____
CAC: \$ _____

KEY PERFORMANCE INSIGHTS & BLOCKERS

Print Template