

SALES PERFORMANCE FUNNEL

Reporting Period: Q3 2023

Region: North America

Date Generated: Oct 12, 2023

â†“ 42% Qualification Rate

â†“ 35% Meeting Rate

â†“ 28% Proposal Rate

â†“ 15% Closing Rate

KEY PERFORMANCE INDICATOR	ACTUAL	TARGET	VARIANCE
Avg. Deal Size	\$14,200	\$12,500	+13.6%
Sales Cycle Length	42 Days	35 Days	-20.0%
Customer Acquisition Cost	\$2,105	\$2,500	+15.8%