

PIPELINE VELOCITY TRACKER

Reporting Period: _____ to _____
(Qualified Leads Ã— Win Rate % Ã— Avg. Deal Size) / Sales Cycle Length (Days) =
Velocity (\$/Day)

KEY PERFORMANCE METRIC	CURRENT VALUE	TARGET GOAL	% VARIANCE
Number of Qualified Leads			
Win Rate Percentage (%)			
Average Deal Value (\$)			
Sales Cycle Length (Days)			
PIPELINE VELOCITY	\$	\$	

STRATEGIC INSIGHTS & BOTTLENECKS

Pipeline Velocity Template â€œ Internal Strategy Document â€œ Confidential