

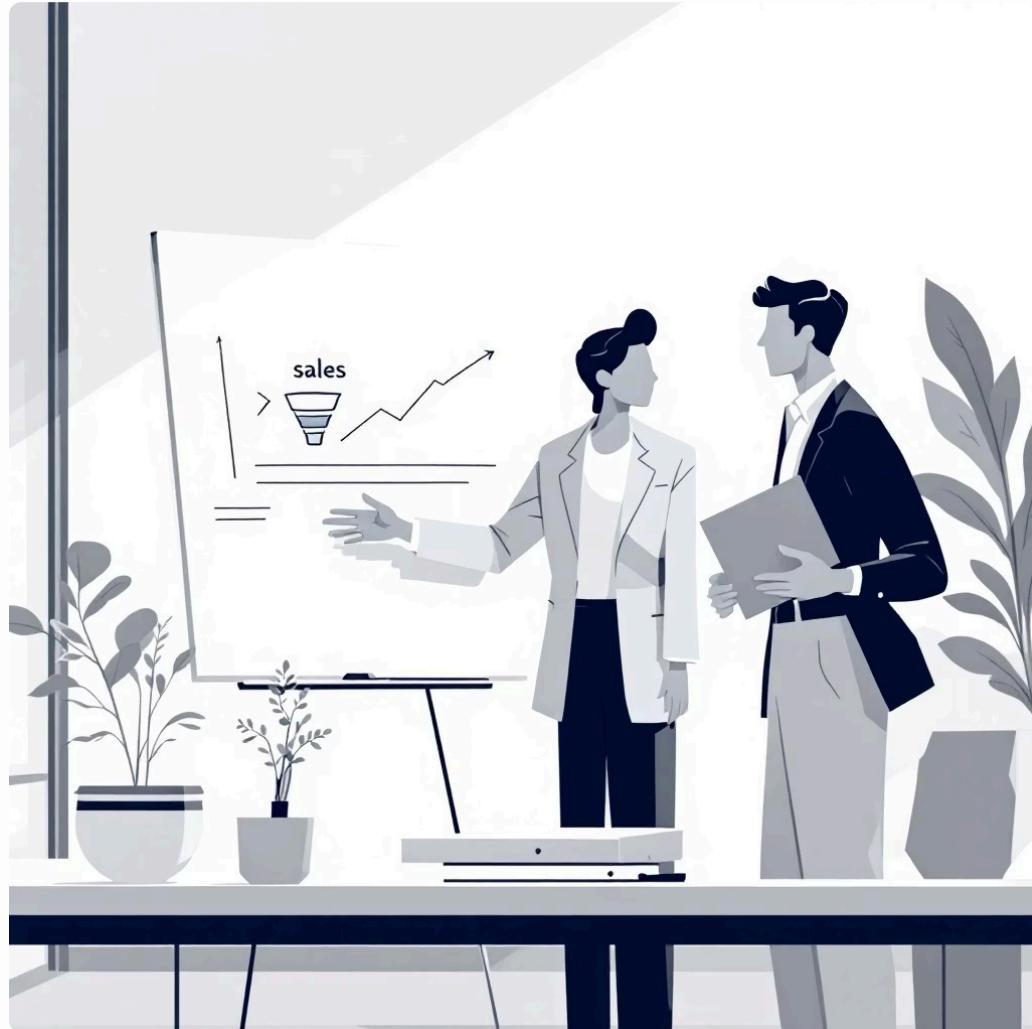


SALES FUNNELS

# Boosting Sales Performance

Unlock growth by optimizing every stage of your sales funnel.

# Improve Conversion at Weak Funnel Stages



## Targeted Coaching

Focus sales coaching on stages with low conversion rates.

## Refine Qualification

Review and enhance qualification criteria for all incoming leads.

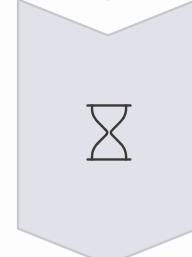


# Prioritize Active Opportunity Management



## Monitor Opportunities

Actively monitor all open opportunities to prevent stagnation.



## Reduce Deal Aging

Proactively follow up on stagnant opportunities to accelerate deals.

# Leverage High-Performing Users as Benchmarks



1

## Identify Best Practices

Utilize strategies from top performers as company-wide best practices.

2

## Targeted Support

Provide focused support and resources to underperforming users.



# Optimize Product Strategy

## Invest in High-Converting Products

Allocate more resources to products demonstrating strong conversion rates.

## Re-evaluate Low Performers

Assess and adjust pricing or positioning for products with low performance.



# Track YoY Trends for Strategic Planning

1

Annual Insights

Use Year-over-Year (YoY) insights to refine sales targets and forecasts.

2

Growth Patterns

Identify seasonal fluctuations and long-term growth patterns for better planning.

# Use Dashboard for Ongoing Reviews



## Regular KPI Review

Transition from static reports to weekly/monthly KPI reviews.



## Root-Cause Analysis

Utilize drill-through analysis for in-depth discussions on performance issues.



# Integrated Sales Strategy

A holistic approach combining coaching, monitoring, and data-driven decisions.



# Key Takeaways for Success



## Targeted Interventions

Address specific funnel weaknesses.



## Proactive Management

Keep opportunities moving forward.



## Continuous Learning

Leverage top performer insights.



## Data-Driven Decisions

Utilize dashboards for real-time insights.



# Driving Future Growth

By implementing these strategies, we aim for sustained sales excellence.