



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.