

A Traditional Enterprise Sales Funnel

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A Traditional Enterprise Sales Funnel

- Identifying
- Communicating
- Selling

Enterprise Sales

- Full time sales people
- Complex equipment or services
- Expensive

Sales Funnel Metrics

- A lead
- Qualify a lead

More Sales Funnel Metrics

- Identify the correct
- Decision maker
- Expression of interest
- Negotiated terms and price
- Now you have a soft-circle sale!

In Review

- The key enterprise sales metrics over time are the number of:
 - New leads
 - New qualified leads which lead to an expression of interest
 - Meeting the correct decision maker
 - Getting to yes!

Additional Considerations

- Book the revenue
- Conversion rate
- Average size
- Time
- Payments received
- Repeat orders