

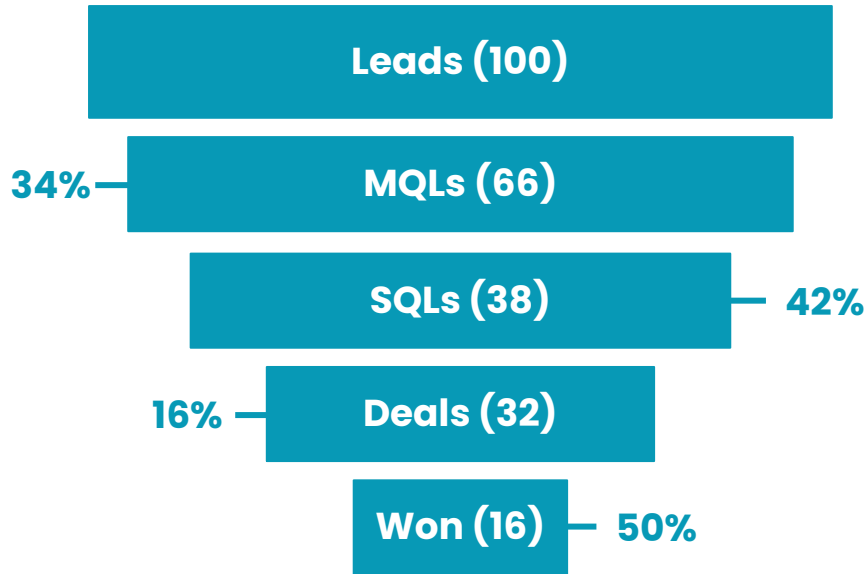


# Sales Operations Analysis

Funnel Optimization & Revenue Growth Strategies



# Funnel Bottlenecks



**Critical Bottleneck:**  
66 MQLs → Only 38 SQLs

**Solution:**

1. Automate MQL qualification
2. Retrain Sales Reps on objection handling

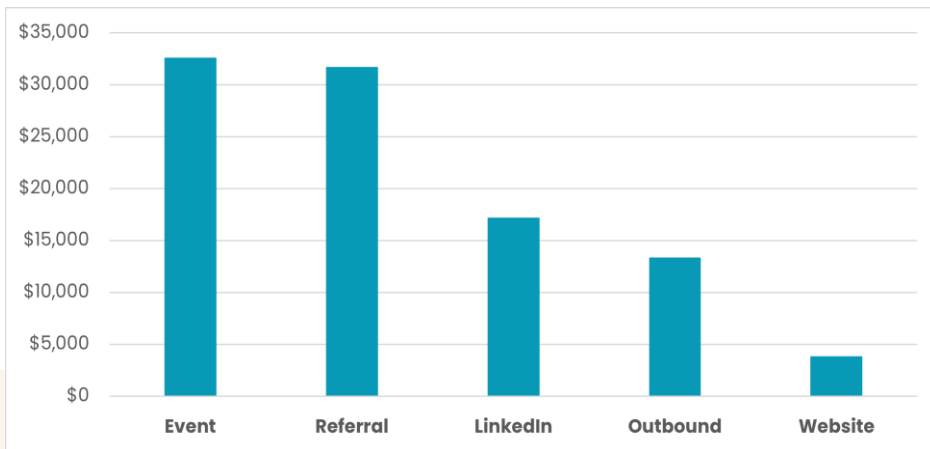
# Channel & Rep Performance

## Top Channels:

**Event:** \$32,546 revenue

**Referral:** \$31,642 revenue

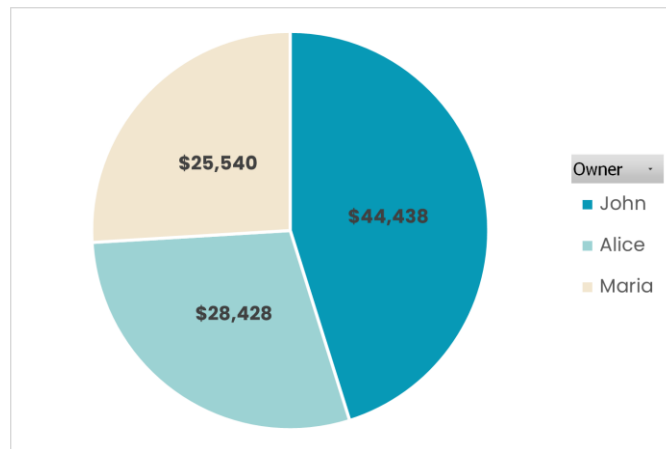
**Website:** \$3,791 revenue (Lowest Performer)



## Rep Performance:

**John:** \$44,438 | 7 deals won

**Maria:** \$25,540 | 4 deals won (**Priority for training**)



# Solutions



## Quick Wins (1 Month)

### **Fix MQL→SQL Drop-Off**

*Tactic:* Implement automated lead scoring + SLA for 1-hour follow-up

### **Scale Event/Referrals by 15%**

*Tactic:* Shift 20% of Website budget to top-performing events



## Long term

### **Maria's Performance Boost**

*Tactic:* Weekly coaching with John on referral conversions

### **Website Lead Transformation**

*Tactic:*

Replace forms with interactive qualification quizzes  
Embed referral CTAs in thank-you pages

# The \$50K→\$60K Leap

Why We Need 2 More Deals

<u>Current Revenue</u>	\$50,000/month
<u>Target Revenue</u>	\$60,000/month
<u>Gap</u>	\$10,000
<u>Avg. Deal Value (ADV):</u>	$\$6,150 \rightarrow \$10,000 \div \$6,150 = 1.63 \rightarrow \text{Round to } \mathbf{2 \text{ deals}}$

# Lead Conversion Math

How Many Leads to Close 2 Deals?

Scenario	Conversion Rate	Leads Needed	Key Actions
Current	16%	13	Focus on Referral/Event Leads
10% Improved	21.3%	10	Fix MQL-to-SQL (58%→63%)

$$16\% = 66\% \times 58\% \times 42\% \parallel 21.3\% = (66\% \times 1.1) \times (58\% \times 1.1) \times (42\% \times 1.1)$$
$$2 \text{ deals} \div 16\% = 13 \text{ leads} \parallel 2 \text{ deals} \div 21.3\% = 10 \text{ leads}$$

# Action Plan

## 3 Steps to Secure \$60K/Month

Priority	Action	Owner	Timeline
1	Generate 10-13 leads/month	Sales	Ongoing
2	Improve MQL-to-SQL (58% → 63%)	Marketing	30 days
3	Train team on high-ACV deals	Sales Ops	60 days

# Lock In the Growth

## 1. Fix the Funnel

Stop the 42% MQL→SQL leak  
(Automate MQL qualification + retrain sales reps)

## 2. Double Down on What Works

More Event & Referral leads  
(Shift budget from underperforming channels)

## 3. Coach for Quick Wins

Train Maria on John's referral framework  
(Structured training + shadowing)

## 4. Keep It Going

Make \$60K the new normal  
(Review progress weekly)