

# SALES HEALTH CHECK-UP REPORT



## Key Performance Indicators (KPIs)

KPI	Absolute Value	Score (1-5)	Industry Benchmark (1-5)	Overall Sales Health Score
Lead Generation	5	5/5	4/5	5
Customer Engagement	2.0	2.0/5	4/5	2.0
Conversion Rate	1.25	1.25/5	4/5	1.25
Sales Cycle Length	4.166666666666667	4.166666666666667	3.5/5	4.166666666666667
Retention Rate	4.1499999999999995	4.1499999999999995	4.5/5	4.1499999999999995
Revenue Growth	5	5/5	4.5/5	5
Customer Satisfaction	4.5	4.5/5	4/5	4.5

## ASSESSMENT SUMMARY:

### 1. BRIEF SUMMARY OF ASSESSMENT FINDINGS

The overall sales health is strong, with significant achievements in Revenue Growth.

### 2. KEY STRENGTHS OBSERVED

- Strong Revenue Growth and Customer Satisfaction

### 3. AREAS FOR IMPROVEMENT IDENTIFIED

- Low Conversion Rate and Customer Engagement need attention

### 4. RECOMMENDATIONS FOR ENHANCING SALES PERFORMANCE

Improve Conversion Rate: Implement targeted lead nurturing and personalized outreach strategies. Consider using CRM