

# Sales Funnel Performance Review

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# Executive Summary

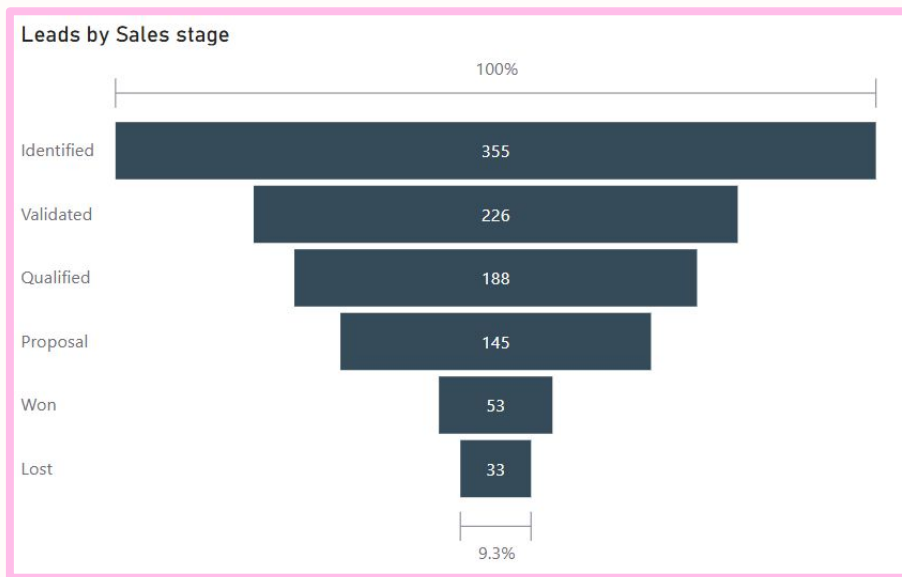
**Biggest leak: Proposal → Won (-63 %)**

**Website wins  $\approx 10\%$  (2× others)**

**Deals > 60 days seldom win**

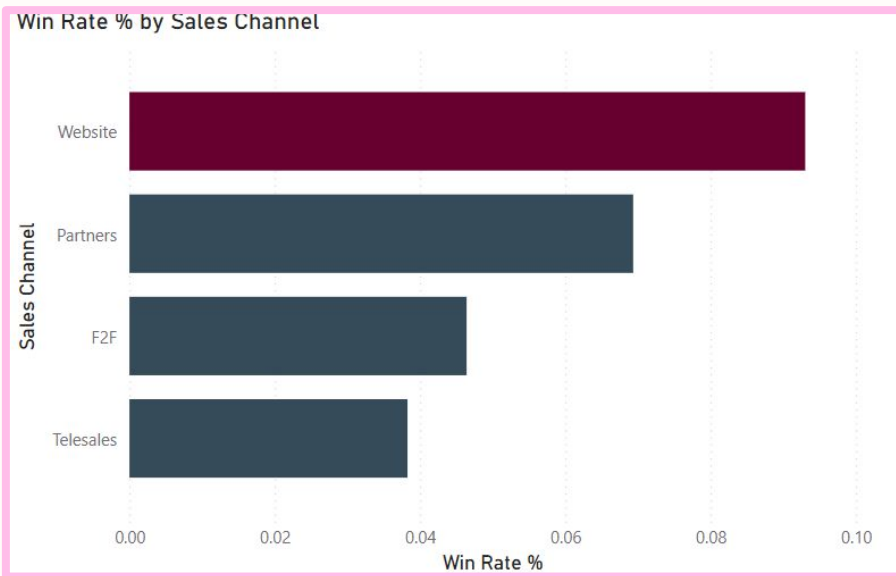
**\$ Impact: +90 wins/Q if leak halved**

# Leak Point:



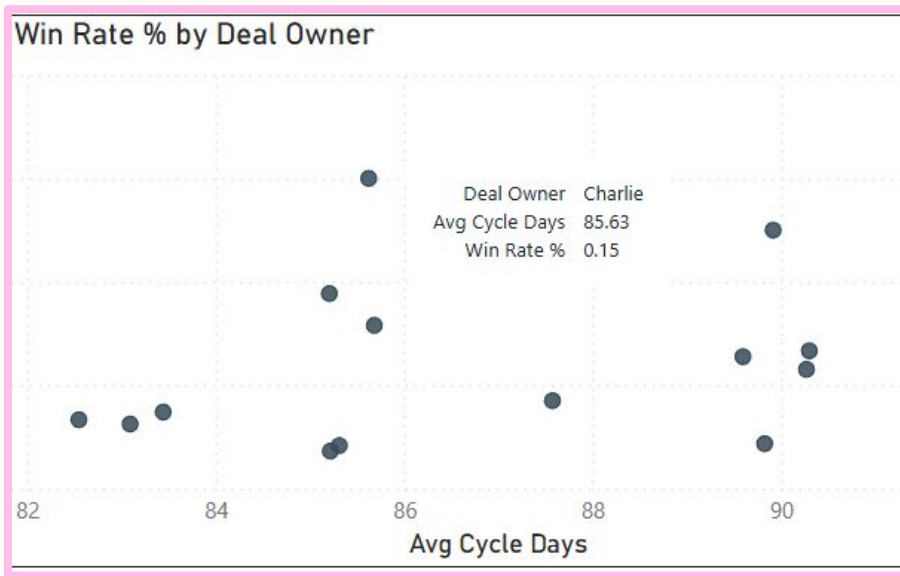
- **63 % of proposals never close.**
- **Likely due to pricing delays, approval gaps, or sponsor silence**
- **Fixing this lifts win rate by 10 pts and adds +60 wins per quarter**

# Channel Rates



- **Top Performer: Website 10 %**
- **Despite low volume, Website has the highest return per lead**
- **Refresh messaging & scripts for underperforming sources**

# Rep Speed & Success



- **Best rep closes at 85 days with 15% win rate**
- **Average reps cluster around 90 days, but only win 5–7%**
- **Aging deals (>90 days) rarely convert**

# Recommendations

## Action

## Owner, Timeline

- Proposal QA checklist, pricing guardrails, exec-sponsor outreach
- +30% Website ad budget, nurture Partner channel, pause Telesales
- Flag deals inactive >60 days in CRM; archive deals >90 days
- Shadow top reps, run weekly win-loss clinics

Sales Ops, Timeline: Jul 2025

Marketing, Timeline: Aug 2025

CRM Admin, Timeline: Sep 2025

Sales Enablement, Timeline: Q3 2025

# Impact Projection

- **+60 new wins per quarter if Proposal-to-Won rate improves from 37% → 47%**
- **10% overall win-rate target achievable by combining channel + rep improvements**
- **Aging alerts will free 95-day “dead” pipeline inventory, accelerating cycle times**

# Limitations & Appendix Links

## Limitations

- Single-quarter view
- Manual timestamps
- Missing
- “Unknown” source

## Links

GitHub [here](#)

<https://github.com/thebruce15/sales-funnel-performance>