

sales funnel

Sales is like any other business activity - it needs planning. To achieve a required output (annual target) you need an certain level and quality of input (prospects). The numbers at the top of the funnel must take account of your anticipated - or preferably known - conversion rates through the funnel.

sales input	required value prospect base	<input type="text"/>
	average contract value	<input type="text"/>
	no. prospective new accounts	<input type="text"/>
conversion ratios through the funnel		<input type="text"/>
	appointments	<input type="text"/>
		<input type="text"/>
	proposals	<input type="text"/>
sales output	£/\$ annual sales target	<input type="text"/>
	average contract value	<input type="text"/>
	no. new contracts	<input type="text"/>

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