

Sales Pipeline & Lead Analysis

Pipeline Stages

Stage	Number of Leads	Value	Conversion Rate
Lead Identified	56	\$42,000	â€”
Contacted	40	\$32,000	71%
Qualified	22	\$18,500	55%
Proposal Sent	12	\$10,000	54%
Negotiation	5	\$4,000	41%
Closed Won	3	\$2,700	60%
Closed Lost	2	\$1,300	40%

Lead Analysis

Lead Source	Leads	Conversion Rate	Notes
Website Inquiry	24	13%	High initial interest, needs quicker follow-up
Referral	10	40%	Higher close rate and value
Event/Expo	12	25%	Good engagement, but slower process
Cold Call	10	8%	Requires persistence

Important Notes

- Accurate data entry at each stage is critical for reliable analysis.
- Regular review of pipeline stages helps identify bottlenecks and opportunities.
- Lead sources with highest conversion should be prioritized for future campaigns.
- Set clear follow-up processes and owners for each lead.
- Use historical pipeline data to forecast future sales performance.