

Stages Of A Sales Pipeline/Funnel

- **Prospecting**
 - Identifying opportunities
 - Pre-qualifying
- **Qualifying**
 - Confirming the opportunity
 - Identifying key decision makers
- **Proposing**
 - Offering a solution
 - Matching the need & budget
- **Closing**
 - Negotiation
 - Finalising the deal
- **Winning**
 - Delivery stage
 - Account management

What are your conversion rates at each stage of the process?

Measuring this gives you an indication of how many prospects you need to reach your sales targets.

How is your sales pipeline looking?