

# Sales funnel

Sales are 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. Complete the sales funnel planner by starting with the required sales reults, and work back through the funnel adjusting the figures according to realistic expected conversion rates.

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