

Sales Process Questionnaire

Who on the forecasting team is responsible for tracking the sales process metrics?

What tracking tools are in place to track sales process metrics?

What are the phases in your sales process?

What are the specific criteria needed for a prospect to move from one phase to the next?

What is the overall average close rate?

What is the overall average sales cycle?

What are the seasonality assumptions, if any, in the close rate or sales cycle?

How are both won and lost prospects surveyed to learn and improve?
