Sales funnel and conversion review

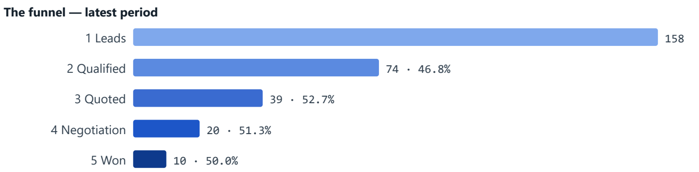
All records

CAPSULEM8
CM8-280 · Sales Funnel & Conversion Analyser
August 9, 2026

LEADS, LATEST PERIOD	OVERALL WIN RATE	BIGGEST DROP-OFF	VALUE AT QUOTED + NEGOTIATION	AVERAGE SALES CYCLE
158 Jul 2026 · target 100	**6.0%** 18 won of 300 leads · target 25.0%	**Leads → Qualified** 46.8% carry through — the weakest step, latest period	**$392,400** quoted $249,800 · negotiation $142,600 — a deal that moved through both in the period sits in both	**38.3** days, stages 1–5 added, all periods

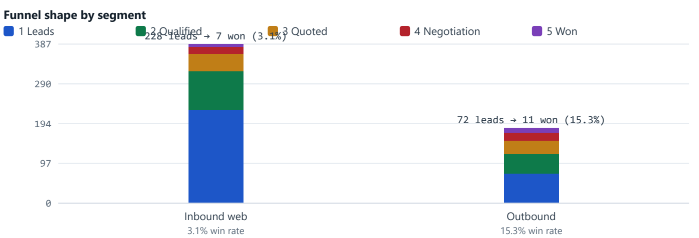
BEST SEGMENT BY WIN RATE
Outbound 15.3% of 72 leads

24 of 24 record(s) included. All records. Amounts in USD.

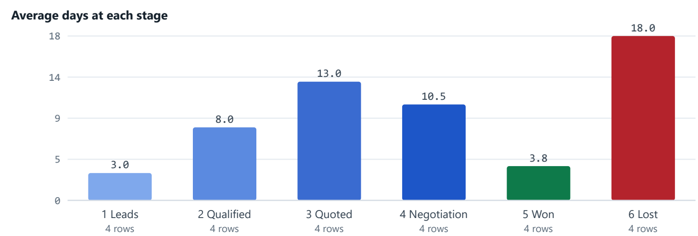


Bar length is how many entered each stage in the latest period. The percentage is the share that carried through from the stage above it — that is the number to argue about, not the raw count. Bar length is how many entered each stage in the latest period. The percentage is the share that carried through from the stage above it — that is the number to argue about, not the raw count.

End-to-end conversion for each period, all segments pooled. Read the direction, not any single point — a month with few leads produces a win rate that swings on one deal. End-to-end conversion for each period, all segments pooled. Read the direction, not any single point — a month with few leads produces a win rate that swings on one deal.



Which channel converts, rather than which channel is loudest. A tall bar made almost entirely of the first band is a channel producing volume that nobody can qualify. Bands are separate stage counts, so the stacked height is not a total of anything real. Which channel converts, rather than which channel is loudest. A tall bar made almost entirely of the first band is a channel producing volume that nobody can qualify. Bands are separate stage counts, so the stacked height is not a total of anything real.



Mean days in stage across every row recording it. A tall bar in the middle of the funnel is where deals go quiet — and a deal that has gone quiet is usually lost some weeks before anybody writes it off. Mean days in stage across every row recording it. A tall bar in the middle of the funnel is where deals go quiet — and a deal that has gone quiet is usually lost some weeks before anybody writes it off.

Funnel by stage — latest period

STAGE — JUL 2026	COUNT	FROM PREVIOUS	FROM LEADS	VALUE	AVG DAYS	MAIN DROP-OFF REASON
1 Leads / enquiries	158	–	100.0%	$791,000.00	3.0	wrong country or wrong product
2 Qualified	74	46.8%	46.8%	$435,200.00	7.5	no budget confirmed
3 Quoted / proposed	39	52.7%	24.7%	$249,800.00	12.5	price above budget
4 Negotiation	20	51.3%	12.7%	$142,600.00	10.0	lead time too long
5 Won	10	50.0%	6.3%	$74,000.00	3.5	—
6 Lost	29	–	18.4%	$175,800.00	17.5	price above budget

Segment comparison

SEGMENT	LEADS	QUOTED	WON	WIN RATE	VALUE WON	CYCLE DAYS	VERDICT
Outbound	72	32	11	15.3%	$103,400.00	45.0	Best converting
Inbound web	228	42	7	3.1%	$30,500.00	31.5	Volume but poor conversion
All segments	**300**	**74**	**18**	**6.0%**	**$133,900.00**		

Funnel register

PERIOD	SEGMENT	STAGE	COUNT	VALUE	AVG DAYS	MAIN DROP-OFF REASON	VALUE EACH
2026-06-30	Inbound web	1 Leads	108.0	421,200.00	2.0	wrong country or wrong product	3,900.00
2026-06-30	Inbound web	2 Qualified	45.0	191,250.00	7.0	no budget confirmed	4,250.00
2026-06-30	Inbound web	3 Quoted	20.0	86,000.00	12.0	price above budget	4,300.00
2026-06-30	Inbound web	4 Negotiation	8.0	34,400.00	9.0	wanted terms we would not give	4,300.00
2026-06-30	Inbound web	5 Won	3.0	12,900.00	3.0	—	4,300.00
2026-06-30	Inbound web	6 Lost	17.0	73,100.00	15.0	price above budget	4,300.00
2026-06-30	Outbound	1 Leads	34.0	289,000.00	4.0	not the decision maker	8,500.00
2026-06-30	Outbound	2 Qualified	22.0	191,400.00	10.0	no budget confirmed	8,700.00
2026-06-30	Outbound	3 Quoted	15.0	133,500.00	15.0	went quiet after the quote	8,900.00
2026-06-30	Outbound	4 Negotiation	9.0	82,800.00	13.0	lead time too long	9,200.00
2026-06-30	Outbound	5 Won	5.0	47,000.00	5.0	—	9,400.00
2026-06-30	Outbound	6 Lost	10.0	86,500.00	22.0	lead time too long	8,650.00
2026-07-31	Inbound web	1 Leads	120.0	468,000.00	2.0	wrong country or wrong product	3,900.00
2026-07-31	Inbound web	2 Qualified	48.0	206,400.00	6.0	no budget confirmed	4,300.00
2026-07-31	Inbound web	3 Quoted	22.0	96,800.00	11.0	price above budget	4,400.00
2026-07-31	Inbound web	4 Negotiation	9.0	41,400.00	8.0	wanted terms we would not give	4,600.00
2026-07-31	Inbound web	5 Won	4.0	17,600.00	3.0	—	4,400.00
2026-07-31	Inbound web	6 Lost	18.0	79,200.00	14.0	price above budget	4,400.00
2026-07-31	Outbound	1 Leads	38.0	323,000.00	4.0	not the decision maker	8,500.00
2026-07-31	Outbound	2 Qualified	26.0	228,800.00	9.0	no budget confirmed	8,800.00
2026-07-31	Outbound	3 Quoted	17.0	153,000.00	14.0	went quiet after the quote	9,000.00
2026-07-31	Outbound	4 Negotiation	11.0	101,200.00	12.0	lead time too long	9,200.00
2026-07-31	Outbound	5 Won	6.0	56,400.00	4.0	—	9,400.00
2026-07-31	Outbound	6 Lost	11.0	96,600.00	21.0	lead time too long	8,781.82

Notes

Sample funnel — two completed months, two channels. Inbound produces three times the lead volume of outbound and fewer than half the wins; the loss happens at the very first step, where under half of inbound enquiries survive qualification. Replace every row with your own before relying on any of it.

Conversion rates calculated on small numbers move a very long way on very little. Four wins instead of five changes a win rate by a quarter, and a single month's funnel is a hint, not evidence — a trend across several periods is evidence. The tool divides the counts you give it, faithfully; it cannot tell whether you counted what entered a stage or what happened to be sitting in it, whether two segments were measured the same way, or whether a stage was skipped for some deals. Required-lead arithmetic assumes future conversion resembles past conversion, which is exactly the assumption worth arguing about. Nothing here is a forecast, a commitment or an accounting record.