Suggested Sales Pipeline Performance Metrics to Track

- [ ] Conversion ratios from pipeline stage to stage
- [ ] Overall conversion rate
- [ ] Number of days spent within each step
- [ ] Velocity through funnel (overall cycle length)
- [ ] Average deal size
- [ ] Dollar shortfall and number of account shortfall within each stage
- [ ] Required Pipeline to meet forecast
- [ ] Forecasting accuracy by rep
- [ ] Pipeline trend