





# The Impact of High Quality Leads on Sales Growth Rate

Increase Annual sales by  
73.6% by improving  
lead quality by 25%

	Current Metrics	Improved Metrics
 Avg. monthly meetings	10	10
 Avg. deal size	\$100,000	\$125,000
 Avg. closing ratio	25%	31.3%
 Avg. sales cycle	120 days	90 days

## Avg. Annual Sales

Would have been \$2,250,000/yr  
increases to

↑ **\$3,906,250 / yr**

## Avg. Monthly Sales

Would have been \$250,000/mo  
increases to

↑ **\$390,625 / mo**



Each month's average sales  
increases by 56% just due to  
improvements in **avg. deal size**  
and **closing ratios** by 25%



Cutting **sales cycle** from  
120 days to 90 days is like  
**adding one more month of**  
**closed deals.**

120 DAYS



90 DAYS



**73.6%**  
increase in Sales



Improve **Quality of Leads** by 25% and  
automatically increase annual sales by  
73.6% without increasing sales reps, or even  
an increase in sales leads