

# Weekly Progress Report: Sales KPIs

This **weekly progress report** provides a comprehensive overview of sales performance using key performance indicators (KPIs). It helps track targets, identify trends, and optimize strategies to enhance revenue growth. Regular updates ensure informed decision-making and accountability across sales teams.

## Report Period: June 24, 2024 - June 30, 2024

KPI	Target	Actual	Variance	Status
Total Sales Revenue	\$100,000	\$93,500	-\$6,500	Below Target
Number of New Clients	25	27	+2	Exceeded
Conversion Rate (%)	15%	14.2%	-0.8%	Slightly Below
Average Deal Size	\$4,000	\$3,870	-\$130	Below
Sales Pipeline Value	\$250,000	\$270,000	+\$20,000	On Track

### Key Insights

- The overall sales revenue fell short of the target, indicating a need to focus on closing high-value deals.
- New client acquisition outperformed the goal, reflecting effective prospecting and outreach efforts.
- Conversion rate and average deal size were slightly below targets, suggesting areas for further improvement in sales processes and negotiation.
- The sales pipeline remains healthy and above target, supporting forecasted growth for the upcoming weeks.

### Recommendations

- Review and adjust qualification criteria to improve conversion rates.
- Provide additional training on upselling and cross-selling techniques.
- Leverage successful outreach strategies across the team.
- Continue to monitor pipeline stages closely to mitigate revenue shortfalls.

**Prepared by:** Sales Operations Team  
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