



5 Sales Pipeline Metrics

Tech Services Startups Should Measure



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Emerging Tech Services**

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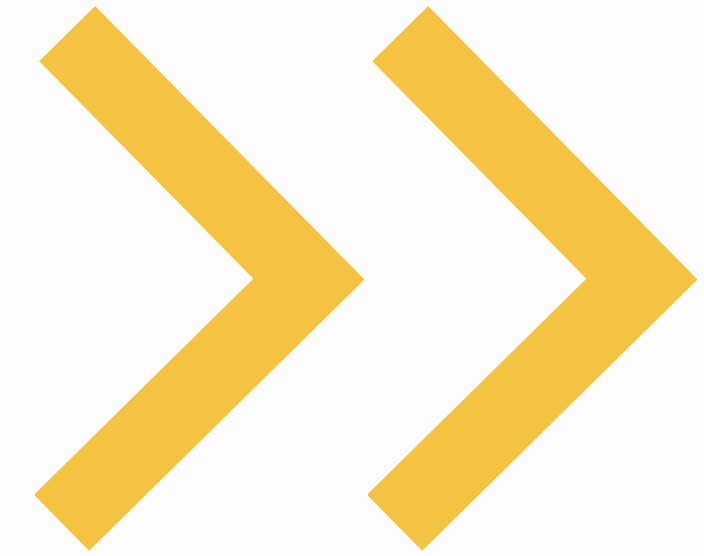


1 BACKLOG & CURRENT QUARTER REVENUE

Why Measure It:

Gain an understanding of the **revenue** for the next quarter.





2 REVENUE & BOOKINGS TARGETS

Why Measure It:

Create **future targets** using these as a foundation for planning and strategy.





3 FACTORED PIPELINE & CLOSED IN QUARTER TO TARGET

Why Measure It:

Ensure you are able to hit next quarter's **revenue** target.





4 UNFACTORED PIPELINE TO FACTORED PIPELINE RATIO

Why Measure It:

Ensure you are able to hit next quarter's **bookings** target.





5 MARKETING QUALIFIED LEADS (MQL) RATE

Why Measure It:

Ensure you have sufficient **leads** to create opportunities for the next quarter.





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