

The Data Model

Fill in your metrics here

Volume metrics

The number of leads, opportunities, or accounts you have at the beginning of each stage

Awareness

VM 1

Fill in

Education

VM 2

Fill in

Selection

VM 3

Fill in

Onboard

VM 5

Fill in

Achieve Impact

VM 6

Fill in

Growth

VM 7

Fill in

Expand

VM 8

Fill in

VM 4

Fill in

Conversion metrics

The conversion rate of leads, opportunities or account from one stage to the next; indicates how effectively you are demonstrating the value of your product

CR 1

Fill in

CR 2

Fill in

CR 3

Fill in

CR 4

Fill in

CR 5

Fill in

CR 6

Fill in

CR 7

Fill in

Time metrics

How much time passes from one stage to the next; indicates how quickly you are helping customers move through your sales process

 $\Delta t1$

Fill in

 $\Delta t2$

Fill in

 $\Delta t3$

Fill in

 $\Delta t4$

Fill in

 $\Delta t5$

Fill in

 $\Delta t6$

Fill in

 $\Delta t7$

Fill in