

SERVICE LEVEL AGREEMENT WORKSHEET

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Funnel stage	Quantity
PROSPECTS/VISITORS	
LEADS	
MQLs	
SQLs	
OPPORTUNITIES	
CUSTOMERS	

Revenue goal	
Shared revenue goal	
Avarage deal size	
Customers	

Timeframe:

Conversion rate between stages:

Individual sales rep weekly capacity

REVIEW		MQLs
CONVERT		SQLs
CONTACT		MQLs to SQLs
CONVERT		SQLs to opportunities
CLOSE		Customers

Sales SLA

MQLs needed to hit the target revenue	
Working weeks in a year	
MQLs to be reviewed each week	
Sales rep SLQ review capacity	
Sales reps needed for target revenue	