

Weekly Sales Review (Agenda + Scorecard)

15–30 minutes weekly to keep the pipeline moving.

Agenda

- Quick numbers: enquiries, quotes sent, wins, losses
- Pipeline review: top 10 opportunities by value / urgency
- Next actions: who is doing what by when (no exceptions)
- Follow-ups: anything sitting > 7 days?
- Blockers: what is slowing quoting or winning?

Weekly scorecard

Metric	Target	Actual	Notes
Enquiries received			
First response time (same day?)			
Quotes sent			
Quote conversion %			
\$ value won			
Overdue follow-ups (count)			

Pipeline actions (top 10)

Lead / customer	Stage	Value	Next action	Due date	Owner

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