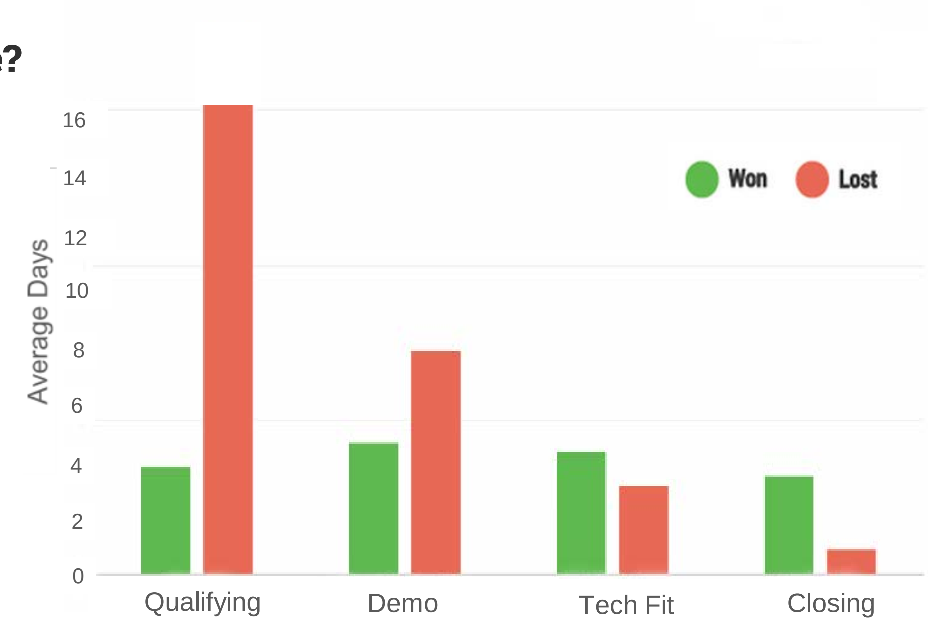
#1 Salesforce Analytics

How To Measure Your Sales Cycle To Win More Deals

Wasting time chasing losing opportunities is a surefire way to miss your bookings goal. But how can you help your reps identify non-buyers early in your pipeline so they can focus on the opportunities that really matter? Read on to learn how the Loss Cycle can provide the answer.

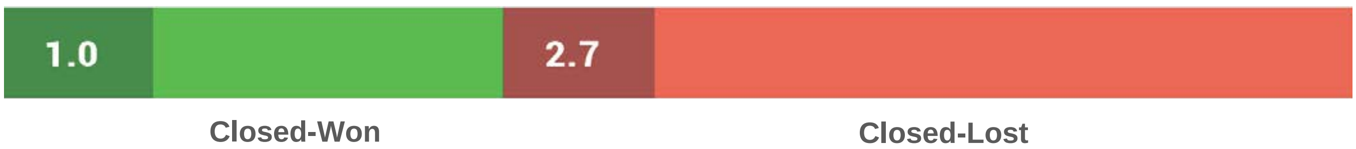
1 // What is Your Loss Cycle?

Your Loss Cycle is the average amount of time your Closed-Lost opportunities spent in your pipeline at each stage. Retrospectively analyze this metric and **compare it to your Win Cycle**. This will help you identify patterns in the behavior of won and lost opportunities and separate buyers and non-buyers in your pipeline as early as possible.



2 // Benchmarking the Loss Cycle

The obvious next question is: Is there a reliable difference between Win Cycle and Loss Cycle? And the answer is yes. We analyzed both cycles for over 50 inside sales teams, and the results were clear: **Losing opportunities spend an average of 2.7x as many days in the pipeline as winning opportunities**, primarily in the early stages.



3 // Key Takeaway: Measure Your Loss Cycle by Stage to Identify Losing Opps Early

Stage	Days in Stage
Qualifying	22
Qualifying	45
Qualifying	29
Qualifying	2
Qualifying	64

If you break down your Won/Loss cycles by stage, you will uncover some interesting information. For example, in the first image you can see that losing opportunities for the company shown spend more than 4x as long in the qualifying stage as winning opportunities. You can use this information to analyze open opportunities in your pipeline and flag those that your reps have been qualifying for much longer than the average for a winning deal. This will help your reps focus their time and energy on the likely buyers in their pipelines, shorten their sales cycles and ultimately win more deals.