Example Sales Pipeline

Sales Stage

Qualifying Action for sales stage

| Suspect | Targeted sales lead. |

Dead

No longer a viable buyer

| Qualified | Reached Decision Maker(s)
Available Funding
Acceptable Timeframe(s)
Matching Needs |

Hold

Project timeframe delayed

| Prospect | Qualified buyer who actively engages in the sales process. |

Lost

Chose a competitor

| Hot | Presentation deliverd.
Proposal sent.
Timeframe confirmed. |

| Pending | Verbal or written commitment to purchase. |

| Won | Payment, purchase order, or contract recieved. |

From Page 49 of "The DNA Selling Method