

REPORTS

INITIAL DATA

Lead Analysis

	Number	% Leads	% Attendees
A = Hot Lead	5	28%	5%
B = Warm Lead	2	11%	2%
C = Long-Term Lead	7	39%	7%
D = Non-Lead	4	22%	4%
Leads that Require Action*	14		

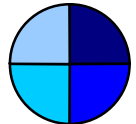
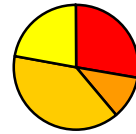
*All leads from the show less "Non-Leads"

Title Analysis

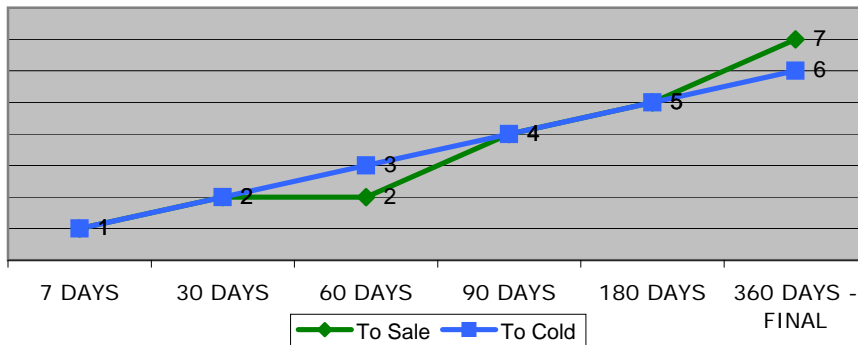
	Number	% Leads
CEO/President/Chair/Owner	1	6%
Vice President	1	6%
Director/Manager	1	6%
Administrative/Other	1	6%

Other

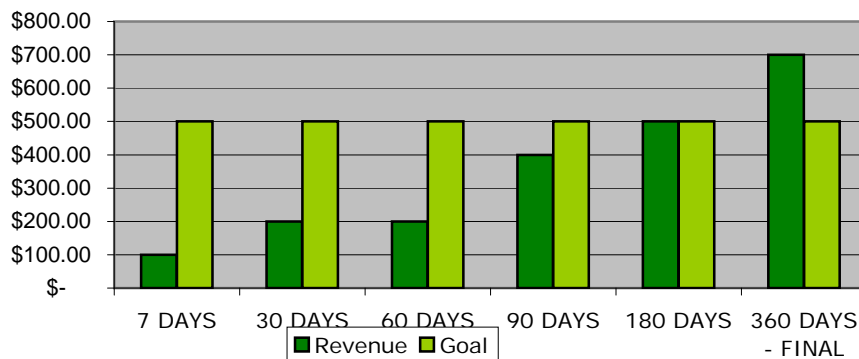
Attendees to Lead Conversion	18%
Cost Per Lead	\$277.78
Staff to Attendee Ratio	1/10



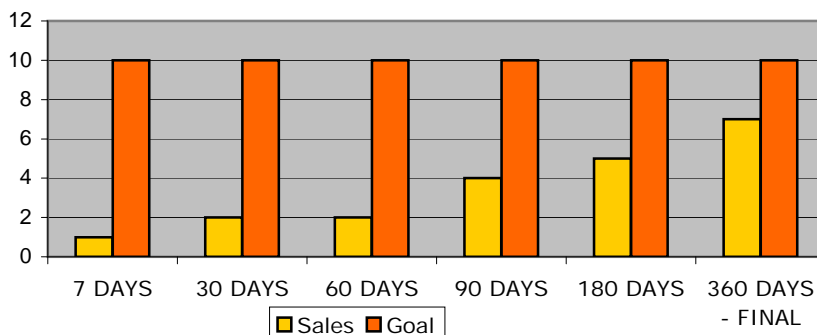
CONVERSION RATES



REVENUE PROGRESS



SALES PROGRESS



REPORTS

7 DAYS

Status	This Period	Percentage
1 = Sale Closed	1	6%
2 = Send Proposal	0	0%
3 = Needs More Information	0	0%
4 = Follow Up 30	1	6%
5 = Follow Up 60+	0	0%
6 = Lead is Cold	1	6%

Financial

Revenue this Period	\$	100.00
Revenue to Date	\$	100.00
Cost per Sale Closed to Date	\$	5,000.00

30 DAYS

Status	This Period	Percentage
1 = Sale Closed	1	20%
2 = Send Proposal	1	20%
3 = Needs More Information	1	20%
4 = Follow Up 30	0	0%
5 = Follow Up 60+	1	20%
6 = Lead is Cold	1	20%

Conversion Rates	Number	Percentage
Conversion to Sale to date	2	14%
Conversion to Cold to date	2	14%

Financial

Revenue This Period	\$	100.00
Revenue to Date	\$	200.00
Cost per Sale Closed to Date	\$	2,500.00

60 DAYS

Status	This Period	Percentage
1 = Sale Closed	0	0%
2 = Send Proposal	0	0%
3 = Needs More Information	1	25%
4 = Follow Up 30	1	25%
5 = Follow Up 60+	1	25%
6 = Lead is Cold	1	25%

Conversion Rates	Number	Percentage
Conversion to Sale to date	2	14%
Conversion to Cold to date	3	21%

Financial

Revenue This Period	\$	-
Revenue to Date	\$	200.00
Cost per Sale Closed to Date	\$	2,500.00

REPORTS

90 DAYS

Status	This Period	Percentage
1 = Sale Closed	2	50%
2 = Send Proposal	1	25%
3 = Needs More Information	0	0%
4 = Follow Up 30	0	0%
5 = Follow Up 60+	0	0%
6 = Lead is Cold	1	25%

Conversion Rates	Number	Percentage
Conversion to Sale to date	4	29%
Conversion to Cold to date	4	29%

Financial

Revenue This Period	\$	200.00
Revenue to Date	\$	400.00
Cost per Sale Closed to Date		\$1,250.00

180 DAYS

Status	This Period	Percentage
1 = Sale Closed	1	25%
2 = Send Proposal	1	25%
3 = Needs More Information	0	0%
4 = Follow Up 30	1	25%
5 = Follow Up 60+	0	0%
6 = Lead is Cold	1	25%

Conversion Rates	Number	Percentage
Conversion to Sale to date	5	36%
Conversion to Cold to date	5	36%

Financial

Revenue This Period	\$	100.00
Revenue to Date	\$	500.00
Cost per Sale Closed to Date	\$	1,000.00

360 DAYS - FINAL

Status	This Period	Percentage
1 = Sale Closed	2	40%
2 = Send Proposal	0	0%
3 = Needs More Information	1	20%
4 = Follow Up 30	1	20%
5 = Follow Up 60+	0	0%
6 = Lead is Cold	1	20%

Conversion Rates	Number	Percentage
Conversion to Sale to date	7	50%
Conversion to Cold to date	6	43%

Financial

Revenue This Period	\$	200.00
Revenue to Date	\$	700.00
Cost per Sale Closed to Date	\$	714.29