

LEAD FUNNEL ANALYSIS

Business Development Report

Period: _____ to _____

Owner: _____

PROSPECTING

COUNT 0,000

LEAD QUALIFICATION

CONVERSION 00%

INITIAL MEETING

COUNT 000

PROPOSAL / BID

VALUE \$0.0M

CLOSED WON

WIN RATE 00%

TOP LEAD SOURCES

BOTTLENECK ANALYSIS

KEY ACTION ITEMS