

Sales Pipeline Example

Prospect	Lead Source	Initial Contact Date	Days in Pipeline	Estimated Volume	% Likelihood	Initial Pipeline Value	Over 120 Days (-1/2)	Adjusted Pipeline Value
<i>ABC Company</i>	Telemarketing	06/29/12	46	250,000	5%	12,500	0	12,500
<i>XYZ Company</i>	Referral	06/23/12	52	25,000	5%	1,250	0	1,250
<i>Motor Supply</i>	Referral	06/10/12	65	250,000	10%	25,000	0	25,000
<i>Wal Mart</i>	Telemarketing	05/20/12	86	250,000	5%	12,500	0	12,500
<i>Mighty Supply</i>	Direct Mail	03/25/12	142	250,000	10%	25,000	-12,500	12,500
<i>Great Big Stores</i>	Referral	01/18/12	209	5,000	5%	250	-125	125
<i>Certified</i>	Direct Mail	12/04/11	254	50,000	15%	7,500	-3,750	3,750
<i>General Stores</i>	Telemarketing	07/13/12	32	50,000	5%	2,500	0	2,500
<i>Tri-State</i>	Referral	06/21/12	54	200,000	25%	50,000	0	50,000
<i>Car Max</i>	Direct Mail	05/30/12	76	250,000	20%	50,000	0	50,000
<i>United</i>	Referral	05/10/12	96	250,000	50%	125,000	0	125,000
<i>Jobbers</i>	Telemarketing	06/10/12	65	200,000	30%	60,000	0	60,000
<i>Associated</i>	Telemarketing	06/21/12	54	25,000	33%	8,250	0	8,250
<i>Superior</i>	Direct Mail	05/08/12	98	25,000	40%	10,000	0	10,000
<i>Blue Star</i>	Telemarketing	04/17/12	119	250,000	50%	125,000	0	125,000
<i>Allied</i>	Referral	04/06/12	130	250,000	20%	50,000	-25,000	25,000
<i>National</i>	Direct Mail	03/14/12	153	250,000	20%	50,000	-25,000	25,000
Total				2,830,000		614,750	-66,375	548,375
Pipeline Needed								500,000
Overage (Shortage)								48,375