

The Sales Pipeline by Bill Good

MOTION ZONE

B-Cherry: Interested, qualified, willing to receive investment literature.

A-Hot: Very interested, financially qualified, sets a first appointment.

Active: Completed the first appt, is considering doing business, but has not completed the sales process.

Decision: They have given you a date for a decision.

SLUGGISH ZONE

Delay: Action postponed for more than a week or ten days.

Dark: No longer accepts phone calls or replies to emails.

C Green: Interested but no funds, or cannot make a decision until a known or suspected later date.

C-Green Cond Opp: Interested but the date funds will be available is not known. It depends on something else.

D-Pitch and Miss: Mostly a former Hot, Active or Decision prospect that you want to do business with. Told you "No" or went Dark.

EXIT ZONE

Bad Info: Temporarily removed until they are located and put back in the pipeline, or not found and moved to Perm Off.

Pit: A non-respondent or a negative respondent to any campaign.

Perm Off: Unpleasant, asks to be removed from your calling list, or gone.

Onboard: New client added with a "wow!" experience.

