



Figure 4.3: Sales funnel - worked example

	Previous month				Current month			
<b>Cold Calls</b>	462				306			
<b>New prospects</b>	25				13			
<b>Dates (old + new)</b>	6 + 11				14 + 9			
<b>Distribution by customer segment</b>	Tier 1	Tier 2	Tier 3	Tier 4	Tier 1	Tier 2	Tier 3	Tier 4
	5	4	3	5	8	6	2	7

Figure 4.4: B2B Sales log example