

#	Product	Description	Values
1	Product Offered	Product code	Product code
2	Seller	Seller's code	Seller's code
3	Authority	Authority level at a client side	Low, Mid, High
4	Company size	Size of a company	Big, Mid, Small
5	Competitors	Do we have competitors?	No, Yes, Unknown
6	Purchasing department	Is the purchasing department involved?	No, Yes, Unknown
7	Partnership	Selling in partnership?	No, Yes
8	Budget allocated	Did the client reserve the budget?	No, Yes, Unknown
9	Formal tender	Is a tendering procedure required?	No, Yes
10	RFI	Did we get Request for Information?	No, Yes
11	RFP	Did we get Request for Proposal?	No, Yes
12	Growth	Growth of a client	Growth, Stable, etc.
13	Positive statements	Positive attitude expressed?	No, Yes, Neutral
14	Source	Source of the opportunity	e.g. Referral, Web, etc.
15	Client	Type of a client	New, Current, Past
16	Scope clarity	Implementation scope defined?	Clear, Few questions, etc.
17	Strategic deal	Does this deal have a strategic value?	Very important, etc.
18	Cross sale	Do we sell a different product to existing client?	No, Yes
19	Up sale	Increasing existing products?	No, Yes
20	Deal type	Type of a sale	Consulting, Project, etc.
21	Needs defined	Is client clear in expressing the needs?	Info gathering, etc.
22	Attention to client	Attention to a client	First deal, Normal, etc.
23	Status	An outcome of sales opportunity	Lost, Won