

100 Foot Tracking Spreadsheet

Company	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25	7/2	7/9	7/16
Visitors Bureau	80		80	90		100									
Health Sciences Consortium	80		80		80		90		90		90				
Instrumental Society of America	70			70			70	71	75						
Institute of Minority Economic Development	70		80	90		80			80						
Psychoanalytic Society	50	51	52	55		60					60				
Sheer Design	50			50			50			50					
Stewart Design	50		52		52			52			60				
CII Associates	40	40	40			40		40		40	50				
Brogden Body Shop	40			40				40			40				
Heard & Associates	45	50		60				60							
Standard Tools & Equipment	45		45			45			50		100				
Cockediesel LLC	40	40	40				40			40					
Digiton Corporation	40			50			60			70					
Association of School Administrators	40			40		40		40			40				
Auto Dealer Association	30		40	41	42			45		50					
Reba & Roses	30		40	41	45		45			45					
InterSouth Partners	30		40	45	50		60	100							
Textile Chemists & Colorists	30		40	41	50		51			51	51				
Pharmacy Technicians	30			40	50			50			50				
Social Health Association	30			40	41		41		45		45				
Appraisal Institute	30			40	41		42			45					
Association For Population/Family Planning	20				30	40	41								
Medical School Pediatrics	20				30	40	40								
Automotive Public Relations Council	10				30	40	40			40					
Biocommunications Association, Inc.	0				30	40		41							
Brewers Association Of America	0				30	40		41			50				
County Realtors	0					30	40								
Carelink	0					30	40		45		90				

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| 0 feet | Raw suspect | 60 feet | Second face-to-face meeting completed successfully |
| 10 feet | Suspect added with knowledge of company's printing needs | 70 feet | Continuing with follow-up plan; this prospect is definitely receptive |
| 20 feet | Suspect added via referral | 80 feet | This prospect has decided to buy but has no immediate need.
First order expected with no more than 90 days |
| 30 feet | Pre-approach research complete | 90 feet | First order expected within 30 days |
| 40 feet | Introductory letter(s)/package sent | 100 feet | First order received! |
| 50 feet | First face-to-face meeting completed successfully | | |

NOTE: Smaller (1-5 foot) increments indicate progress within a level, but still short of attainment of next level