

Sales Lead Evaluation

Sample Company

Service Type: ALL
July 1, 2003 -- July 31, 2003

	Total	Bruce Durn	Bryant Bryant	Rob Roy	Shawn Kemp
Sales Leads - Overall					
Total Service Calls With Lead	13	2	2	5	4
Total Opportunities	159	47	35	48	29
Percent Of Service Calls With Lead	8.18%	4.26%	5.71%	10.42%	13.79%
Old Equipment Age					
Total Service Calls With Lead	12	2	2	4	4
Total Opportunities	73	20	11	30	12
Percent Of Service Calls With Lead	16.44%	10.00%	18.18%	13.33%	33.33%
Medium Equipment Age					
Total Service Calls With Lead	1	0	0	1	0
Total Opportunities	56	20	15	9	12
Percent Of Service Calls With Lead	1.79%	0.00%	0.00%	11.11%	0.00%
New Equipment Age					
Total Service Calls With Lead	0	0	0	0	0
Total Opportunities	21	6	2	8	5
Percent Of Service Calls With Lead	0.00%	0.00%	0.00%	0.00%	0.00%
Unknown Equipment Age					
Total Service Calls With Lead	0	0	0	0	0
Total Opportunities	9	1	7	1	0
Percent Of Service Calls With Lead	0.00%	0.00%	0.00%	0.00%	--
Sales Leads - Maintenance Customers					
Total Service Calls With Lead	10	1	2	4	3
Total Opportunities	117	35	24	40	18
Percent Of Service Calls With Lead	8.55%	2.86%	8.33%	10.00%	16.67%
Percent Of Overall Sales Leads	76.92%	50.00%	100.00%	80.00%	75.00%
Percent Of Overall Opportunities	73.58%	74.47%	68.57%	83.33%	62.07%