| Sales Stage | Prob | Required Completed Actions |
| --- | --- | --- |
| CONTRACT SIGNED | 100 | * Signed contract on file with FEATURE CREEP Legal/Finance
* “Statement of Work” on file with Legal/Finance, detailing
	+ Total project price
	+ Payment terms
	+ Confirmed Start date
	+ End date
	+ Deliverables and milestones
	+ Staff plan (confirmed internally at FEATURE CREEP)
 |
| FULL COMMITMENT | 90 | * Verbal client agreement to ALL of
	+ Total project price
	+ Payment terms
	+ Start date
	+ End date
	+ Deliverables and milestones
	+ Staff plan (confirmed internally at FEATURE CREEP)
 |
| VERBAL COMMITMENT | 75 | * FEATURE CREEP has met with Client buyer (whose budget will fund the work)
* Verbal commitment from Client to award to FEATURE CREEP over the competition
* Written proposal presented personally to client with ALL of
	+ Total project price
	+ Payment terms
	+ Start date (within 8 weeks)
	+ End date
	+ Deliverables and milestones
	+ Staff plan
* Client verbal agreement to ALL proposal details, except start and end dates
 |
| SHORT LIST | 35 | * Client verbal indication that FEATURE CREEP is on the “short list”
* Client has told FEATURE CREEP their decision process and next steps are clear
* FEATURE CREEP knows who else is competing for the work
* Client has indicated desired decision date and start date
* Client desired start date is within 12 weeks
 |
| PROPOSAL SUBMITTED | 10 | * Draft proposal/proof of concept presented to client with AT MINIMUM
	+ Project Scope & Objectives
	+ Deliverables and milestones
	+ Estimated project price
* At least one face-to-face client meeting held
* Client has indication commitment to use an external service provider
 |
| BID/NO BIDCHECK |  |  |
| PURSUIT | 5 | * Client wants to undertake a project to address specified business need/pain
* Client has outlined to FEATURE CREEP their initial view of
	+ Project scope & Objectives
	+ Likely start and desired completion dates
 |
| SUSPECT | 0 | Potential for future sale but no project yet identified |