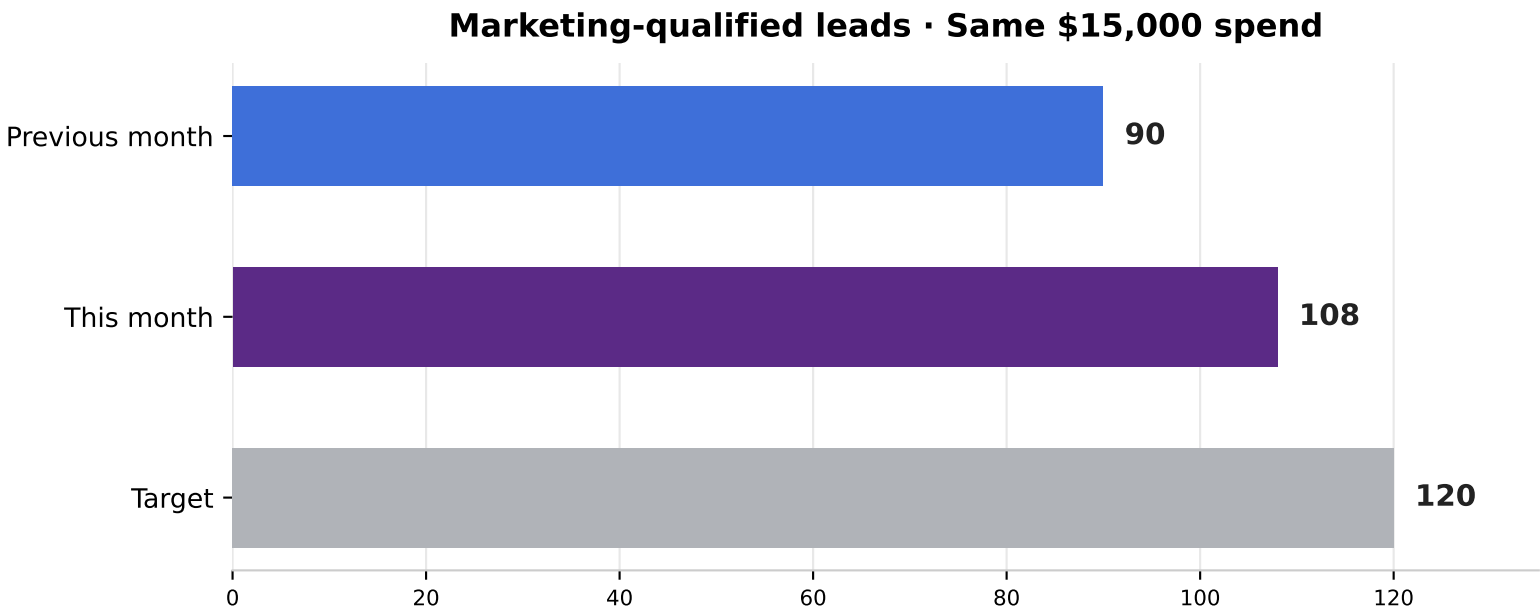


Month-End Client Closing Report

Demonstration only — fictional figures for an EZDash walkthrough

Headline

20% more qualified leads. 12 short of target.



Findings

- 1. Marketing-qualified leads rose from 90 to 108 (+20%) on the same \$15,000 spend, but this still missed the 120 target by 12 leads.
- 2. Of this month's 108 qualified leads, 18 are already overdue for a first sales response past the two-business-day window and should be contacted promptly.

Next step

Respond promptly to the 18 already-overdue leads now, and assign owners so the two-business-day response target is enforced for future leads going forward.

Note

"Qualified" reflects agreed marketing criteria only, not sales acceptance or a closed deal.
No lead names, assigned owners, opportunity records, or revenue data were supplied for this demo.