| 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 BID  CHECK |  |  |
| 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 |