

Probability	Stage	Description
0%	Lead	Referral, response to marketing campaign, sales rep development or other lead generation activity.
10%	Pre qualified opportunity, Id. decision makers	Opportunity being qualified by sales rep or by opportunity owner, to confirm product/svc/sol fit, budget, timeframe.
20%	Opportunity qualified	They have a need for our product/svc/sol, they have a budget and purchase timeframe is within 12 months.
30%	Proposal development + presentation	Proposal in development or has been developed, presentation schedules.
40%	Solution is meeting requirements	Presented solution and benefits, meeting customer needs.
50%	Negotiation/Review	Adjustments/review final proposal. Negotiating with cust/partner. 50% chance of winning.
60%	Preferred solution	Strong preference toward our offer.
70%	Internal approbation	Solution selection confirmed, customer working on budget allocation.
80%	Verbal confirmation	Verbal commitment. Includes Partner waiting for PO from end customer.
90%	P.O. in process	Awaiting PO from customer or partner. NOTE: Final configuration could change to reflect config on PO.
100%	Closed Won	PO received and submitted for internal processing.
Lost	Closed Lost	Lost to an external competition.
Cancelled	Closed Cancelled	Project cancelled, requirements met internally or postponed to undetermined date. Set follow-up date.