

Dealer Leads in the Funnel

Why do we need these reports?

- We need to project models and finishes
- Are we increasing the number of quality leads?
- At what stage are most of our leads? Stage 1 – Visit to church – Stage 2 – Presentation Made – Stage 3 – Proposal offered – Stage 4 – Proposal accepted – Stage 5 – Possible shipment date.

<u>DEALER</u>	<u>PROSPECT</u>	<u>ORGAN</u>	<u>STAGE 1</u>	<u>STAGE 2</u>	<u>STAGE 3</u>	<u>STAGE 4</u>	<u>STAGE 5</u>
-	-	<u>MODEL</u>	<u>VISIT</u>	<u>PRESENTATION</u>	<u>PROPOSAL</u>	<u>SALE</u>	<u>ORDERED</u>
Outstanding Rodgers Dealer	Lead on July 1, 2016 St. Marks Catholic Church – Has 30 year old Allen. Needs Repair – Price range around \$100,000	361 With double audio	Yes on July 10- Met with priest and organist.	Yes - July 20, Went to St. Lukes with 361 double audio. priest and organist liked very much.	Yes – Offered Proposal on July 25 th .	Yes -- Fundraising Now – Church needs \$50,000	Will Order when funds are raised.

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What Details Make up the Stages Report

Another Excel version of the Stage Report used by Region 1 dealers.

	MODEL	VISIT	PRESENTATION	PROPOSAL	SALE	ORDERED	
PROSPECT	ORGAN	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	PERCENT COMPLETE
St. John Vianney Catholic	599	yes	yes	yes	yes	yes	100%
St Paul UMC Oxnard	589	yes	yes	yes			60%
St Andrews Presbyterian Newport Beach	599	yes	yes				40%
28th Church of Christ Scientist Westwood	599	yes	yes				40%
Immanuel Lutheran Easton	579	yes	yes				40%
St Barbara Catholic Santa Ana	589	yes					20%
St Mary Magdalen Catholic	361 + 559	yes					20%

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What Can We Learn From this Report?

- What can increase the number of national leads?
- What are common objections?
- What procedures are successful?
- Vital communication for all parties.