BDU Breakdown and Source of Business Analysis



Comprehensive breakdown and analysis of sales revenue

and source so sales/business development professionals, teams or organizations can determine where to focus in order to maximize ROI from their business development efforts.

Click on the resource below to download

CR

OP | EF

Repeat Business Additional Business Net new business Total Revenues

Source of Business Analysis For Net New Business

 SA – Strategic Alliance
 CL – Client
 PPC – Pay Per Click
 PR –

 RS – Referral Source
 CR – Client Referral
 NL – Newsletter
 SE = \$

 NG – Networking Group
 OP – Old Prospect
 CIO – Call in Office/Web Inquiry

NE = Networking Event EF = E-flyer TS = Trade Show

Company City SA RS NG NE CL

Tetauli Watermark

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