



Initial Leads Captured
1000 Leads

Qualified Leads
750 Leads

Product Demos Scheduled
600 Leads

Interested Post-Demo
500 Leads

Negotiation Phase
400 Leads

Contracts Sent
350 Leads

Contracts Signed
300 Leads

Onboarding
250 Leads

First Payment
200 Leads

Continuous Subscription
150 Leads