**Warm prospect database development.** Sales Schema will create a database of "warm" Prospects, defined as those Prospects who have responded positively to Client's offer over email, phone, and other media. The goal of this database will be to help Client track warm Prospects, close new business, inform Client's internal marketing initiatives, and provide helpful market intelligence. Sales Schema shall provide this database to Client by way of a report updated approximately every week.

Client further acknowledges that Sales Schema is unable to maintain this software account outside of Client’s individual LinkedIn profile.