Pipeline Phase & Definition

- Business Development (0%)
- Early Discussions (0%)
- Agreement in Principle (50%)
- Verbal Agreement (75%)
    - This stage is the final stage the Business Development/PDM Staff is responsible for in CRM
    - IMPORTANT: This stage means you have handed the contract over to Tamela & Meghan for Wharton signature (it should NOT be used when a Director has sent a draft of the contract to the client to gain their approval for us to process)
    - CPD's are not only a MUST at this stage but also must match the contract you are sending to Tamela and Meghan.
        - If the CPD's do not match contract, Monica will update CRM/CPD's to match the contract received by Meghan for processing
        - Meghan will setup tracking on the Opportunity when sending the Contracts to ee-contracts@wharton.upenn.edu and requesting the initial invoice (see note below in RED)
        - Monica will setup tracking on the "Opportunity" when sending INVOICES FOR APPROVAL
        - Monica will save approvals and edit requests to the Opportunity as well
        - Meghan will setup tracking on the "Opportunity" when sending the Wharton signed contract & initial invoice out to the client (NOTE: this is a process change as I believe we currently track communications at the Client/Customer level.)
- Contract Out (90%)
    - Only Meghan R. can bring CRM to 90% when the contract is prepared to be sent out to the client for signature.
- Won (Contract-in/100%)
    - Only Meghan R. should bring CRM to WON upon receipt of a fully executed contract
    - Meghan will save a copy of the fully executed contract in the Notes section of the Project in CRM.