Ashford Business Services Ltd

Sales Lead Tracker

Tracking every sales lead from first contact to close: who owns it, where it came from, what happens next, and when.

Document	Sales Lead Tracker
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Lead details

Lead name	Company	Contact	Phone / email	Source	Status	Owner	Next follow-up date

Follow-up schedule

Lead	Follow-up date	Method	Outcome	Next step

Ashford Business Services Ltd

Lead status changes

Lead	Date	Old status	New status	Reason

Lead summary

Status	Number of leads
New	
Contacted	
Qualified	
Closed won	
Closed lost	
Total	

Completion checklist

	Every lead in the register has a source, a status, and a named owner (Emma Clarke).
☐	Every qualified lead has a follow-up date (9 November 2026) in the follow-up log.
☐	Status changes are dated, with the reason recorded.