Concept will strategically work to progress each prospective customer through the Prospecting Pipeline in an effort to identify a need that matches your criteria. Along the way, you will have real-time access to where each prospect is in the process.

**UNTOUCHED.**
The BDM has not done research or attempted contact with the company. This stage is where all new data that was provided by the client starts in the pipeline.

**PROFILING.**
The BDM has done research or has contacted the company but has not yet uncovered the name of a decision maker.

**IDENTIFIED DECISION MAKER.**
The BDM has researched or contacted the company and has uncovered the name of a decision maker but has not yet had communication with them.

**NURTURING.**
The BDM has had communication with a decision maker, but no needs were discovered and follow up tasks are scheduled for professional follow up.

**PROSPECT.**
The BDM has had communication with a decision maker and has identified a clear interest but the opportunity does not yet meet the project's opportunity criteria requirements.

**OPPORTUNITY GENERATED.**
BDM has communicated with a decision maker and has confirmed their interest to speak with someone about a qualified need. This opportunity has been qualified and passed over to the client.

**DO NOT CALL.**
We take data and cleanse it to remove any accounts that are no longer worth pursuing due to no longer being in business, or not being a fit for future business.