

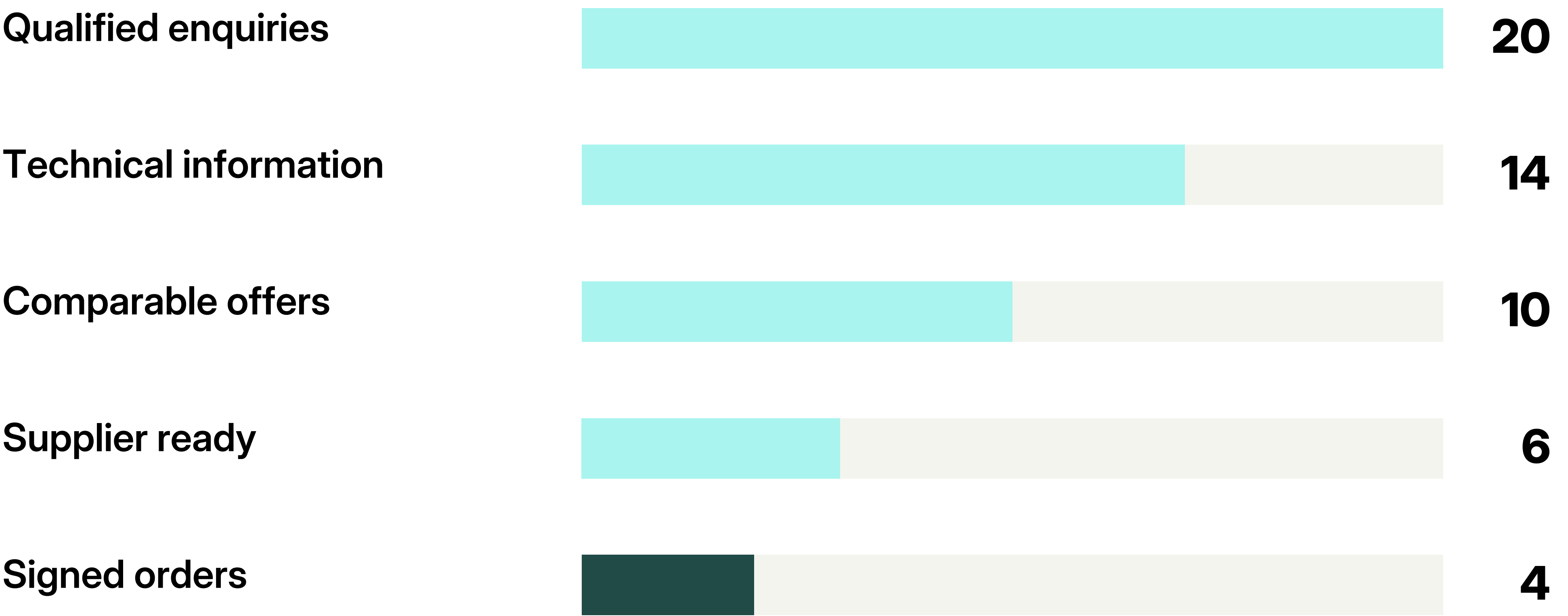
Map the decisions behind the sale.

Technical fit, commercial comparison and supplier readiness are separate decisions.



01 / FOLLOW A SINGLE COHORT

Fictional four-week counts



02 / SAY WHICH DENOMINATOR YOU MEAN

60%

6 supplier-ready opportunities / 10 comparable offers

30%

6 supplier-ready opportunities / 20 initial enquiries

Record why a decision waits.

Counts alone do not establish the cause of a stalled sale.

Fictional UAE supplier cohort. These counts are not regional benchmarks or proof of why opportunities stopped. Build a separate cohort for each operating context.