**LEAD MANAGEMENT & CONVERSION TRACKER**

This comprehensive tracker helps businesses manage leads from capture to conversion. It ensures no lead falls through the cracks and enables performance monitoring of the sales team. Each section must be updated weekly by the responsible team member or manager.

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| **Date Captured** | **Lead Name** | **Contact Info (Phone/Email)** | **Source of Lead** | **Product/Service of Interest** | **Stage in Funnel** | **Assigned Staff** | **Follow-up Date** | **Follow-up Outcome** | **Lead Score** | **Conversion Status** | **Next Steps** | **Notes** |
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