

Where did your last five enquiries get stuck?

A 10-minute review using the records
you already have.

Leave with one clear next action
for your team.



Parag Bhadoria
Your Tech Chief

A familiar Monday.

A customer asks for a quote.
The details reach the team.
On Friday, you ask what happened.
Everyone remembers a different
next step.



The useful question:

**Where did this enquiry
stop moving?**



Before buying more leads, look at five.

Choose the five most recent enquiries
that should have received a response.
Include wins and losses.

Who replied first?

Who owned the next step?

What happened next?

If you cannot tell, write “unknown”.

Review the last five.

Use your inbox, CRM or call log. In Notes, copy these fields for each enquiry:

01 Source / first reply:
Next owner + date / outcome:

02 Source / first reply:
Next owner + date / outcome:

03 Source / first reply:
Next owner + date / outcome:

04 Source / first reply:
Next owner + date / outcome:

05 Source / first reply:
Next owner + date / outcome:

Name the state. Do not guess.

Give each of the five one current state:

WON

The enquiry became work.

NO FIT

The requirement was not right for you.

WAITING ON CUSTOMER

The next move is theirs; say when you will follow up.

WAITING INSIDE

Your team or supplier still owes an action.

UNKNOWN

You cannot verify the latest state.

The quote that waited inside.

ILLUSTRATIVE EXAMPLE

Monday: an owner asks for a quote.
Tuesday: the team needs one detail.
Friday: nobody has asked for it.
The customer is still interested.

State: waiting inside.

First action: give one person ownership of getting the missing detail, with a date to follow it up.

Choose one fix to test this week.

If several enquiries share a state, investigate that pattern first.

Waiting inside?

Name an owner and next-action date.

Unknown?

Agree where the status is recorded.

Waiting on the customer?

Agree a useful follow-up date.

Five records show where to look, not the whole story.

What to do in the next seven days.

Pick one repeated gap. Give it an owner, a next action and a date.

After a week, check five new enquiries. Did that gap happen again?

Want a second opinion on what you found?

Book a Technology Review

A 30-minute conversation with Parag. Bring your five-enquiry review.