SALES PLAN / PIPELINE

TARGET CUSTOMER	EST. SALE	% LIKELIHOOD	STATUS
Customer A	$20,000	100%	Committed - anchor
Customer B	$5,000	75%	Negotiating
Customer C	$10,000	50%	Pitched
Customer D	$5,000	0%	Declined
Customer E	$7,000	25%	Identified
...etc.			
TOTAL PIPELINE	**$3 M**		

Probability Weighted: Σ Est. Sale × % = $1 M

Matches or close to sales projection!

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