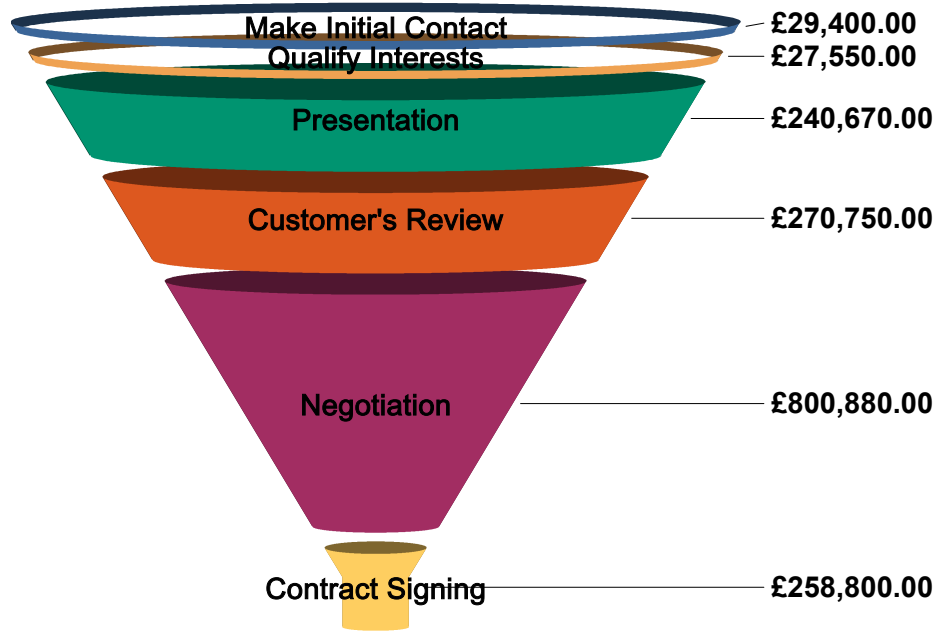




Opportunity Pipeline Report

Current Opportunities Grouped by Stage

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Make Initial Contact

Probabilities: 1% - 15%

Joe Napoli

Name	Objective	Forecast Revenue	Weighted Revenue
Details Arrow Wine & Spirits	Do Seasonal Promotion	£196,000.00	£29,400.00
Close Date: August 29, 2008	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		
Number of Entries: 1	Make Initial Contact Revenue:	£196,000.00	£29,400.00

Qualify Interests

Probabilities: 16% - 29%

Joe Napoli

Name	Objective	Forecast Revenue	Weighted Revenue
Details Boston Wine Cellar	Get Seasonal Display	£45,000.00	£13,050.00
Close Date: March 21, 2008	Next Action: Gather requirements		
Details Viscount Liquor Corp	Get Seasonal Display	£40,000.00	£11,600.00
Close Date: September 18, 2008	Next Action: Call the prospect		
Details Kiewitich	Avaya IP 2152	£10,000.00	£2,900.00
Close Date: October 31, 2008	Next Action:		
Number of Entries: 3	Qualify Interests Revenue:	£95,000.00	£27,550.00

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Presentation

Probabilities: 50% - 64%

[Joe Napoli](#)

	Name	Objective	Forecast Revenue	Weighted Revenue
Details	BridgeHead Winery	Acquire as distributor	£150,000.00	£85,500.00
	Close Date: December 13, 2007	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		
Details	Denver Wine Connection	Acquire as distributor	£263,000.00	£155,170.00
	Close Date: November 15, 2008	Next Action: Identify Opportunities: Identify all opportunities		
Number of Entries: 2		Presentation Revenue:	£413,000.00	£240,670.00

Customer's Review

Probabilities: 65% - 79%

[Daniel Brown](#)

	Name	Objective	Forecast Revenue	Weighted Revenue
Details	Kiewitich	Partnership	£215,000.00	£148,350.00
	Close Date: January 18, 2008	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		

[Joe Napoli](#)

	Name	Objective	Forecast Revenue	Weighted Revenue
Details	Capitol Vineyards	Partnership	£180,000.00	£122,400.00
	Close Date: September 02, 2008	Next Action: Call the prospect		
Number of Entries: 2		Customer's Review Revenue:	£395,000.00	£270,750.00

Negotiation

Probabilities: 80% - 99%

[Joe Napoli](#)

	Name	Objective	Forecast Revenue	Weighted Revenue
Details	Ingersoll Wines & Spirits	Sell Escona Wine	£87,500.00	£70,000.00
	Close Date:	Next Action: Gather requirements		
Details	Nehrings Sendiks On Oakland	Get Escona on Wine List	£136,000.00	£118,320.00
	Close Date:	Next Action: Suggest social event such as wine tasting or golf tournament		
Details	Westchester Wine Warehouse	Partnership	£98,000.00	£78,400.00
	Close Date: April 16, 2008	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		
Details	Arnie S Fine Wine Liquor & Beer	Golf Launch	£430,000.00	£425,700.00
	Close Date: September 30, 2008	Next Action:		

[Lou Jones](#)

	Name	Objective	Forecast Revenue	Weighted Revenue
Details	Happy Times Restaurant Supplies	Acquire as reseller	£90,000.00	£89,100.00
	Close Date: January 05, 2008	Next Action:		

[Mark Bertolli](#)

	Name	Objective	Forecast Revenue	Weighted Revenue

Negotiation

Probabilities: 80% - 99%

Mark Bertolli

Name	Objective	Forecast Revenue	Weighted Revenue
Details Edgar Bros.	Get Escona on Wine List	£22,000.00	£19,360.00
Close Date: November 18, 2007	Next Action:		
Number of Entries: 6		Negotiation Revenue:	£863,500.00
			£800,880.00

Contract Signing

Probability: 100%

Joe Napoli

Name	Objective	Forecast Revenue	Weighted Revenue
Details Palmer Vineyards	Do Seasonal Promotion	£196,800.00	£196,800.00
Close Date: November 08, 2007	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		
Details Irish Don's Pub	Get New Listing on Wine List	£62,000.00	£62,000.00
Close Date: June 21, 2008	Next Action: Call plan: Develop call plan: 1) Contacts identified 2) Ca...		
Number of Entries: 2		Contract Signing Revenue:	£258,800.00
			£258,800.00

Total Number of Entries: 16
Total Revenue:
£2,221,300.00
£1,628,050.00
