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Monthly counts sheet

Fifteen minutes a month. Plain counts and dated notes, not percentages.

Measure	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total (longest wait: worst month)
Enquiries received							
Enquiries with no recorded source							
Longest wait for a first human reply (working hours)							
Discovery calls booked							
Proposals sent							
Wins							
Revenue from wins (£)							

Dated notes and loss reasons (for example: 14 Oct, changed the enquiry form; lost: timing, revisit in January)

With small volumes, read the counts and the dated notes, not percentages. A percentage built on a handful of enquiries tells you very little.

Free to use in your own business; please credit Chapman's Consulting · v1.1 · September 2026