

Quotation Conversion Rates as of 08/07/2011

Show all data where the ENTRYDATE is between 01/01/2011, 31/12/2011

| Client | Reference | Status | Enquiry Date Order Received | Quoted Order Value |
|---|-----------|---------------------------|--------------------------------|-----------------------|
| Fire Detection and Alarm System BS5839 Pt 1 | | | | |
| Philip Jackson Wilfred Clog Factory | I-B-0004A | QUOTED | 17/04/2011 | £11,800.00 |
| Total Number of quotes in period | 1 | | Value quoted in period | £11,800.00 |
| Number of quotes WON in period | 0 | | Value of quotes WON in period | £0.00 |
| Conversion Rate = 0.00 % | | Conversion Value = 0.00 % | | |

Intruder & Hold Up Alarm: PD 6662 & DD243

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|---------------------------------------|-----------|----------------------------|-------------------------------|------------------------|
| Ken Symmonds Henry Fredericks | I-B-0015A | WON | 17/04/2011 07/06/2011 | £750.00 £300.00 |
| Rockware Bakery | I-B-0002A | QUOTED | 17/04/2011 | £855.00 |
| Philip Jackson Hedon Health Centre | I-B-0016A | QUOTED | 17/04/2011 27/06/2011 | £1,395.00 |
| Mr D Healey | I-B-0007A | WON | 17/04/2011 | £533.00 £500.00 |
| Langham Insurance | I-B-0001M | WON | 04/05/2011 21/11/2010 | £4,167.50 £4,167.50 |
| Total Number of quotes in period | 5 | | Value quoted in period | £7,700.50 |
| Number of quotes WON in period | 3 | | Value of quotes WON in period | £4,967.50 |
| Conversion Rate = 60.00 % | | Conversion Value = 64.51 % | | |