

# Clynico Strategies — Commercial Pipeline Architecture Blueprint

Framework for structuring how inquiries move from first contact to closed client.

Section	Description
Inquiry Sources	Where opportunities originate.
Qualification Stage	Criteria to determine if the lead fits the ideal client profile.
Discovery Conversation	Structured conversation to diagnose needs.
Proposal Development	Designing a solution aligned with client goals.
Decision Stage	Supporting the buyer through evaluation and approval.
Onboarding	Transition from sale to delivery.
Pipeline Metrics	Tracking lead flow, close rates, and pipeline value.