Follow-up and reasons log

Write the reason in the customer's own words. At the end of each month, tally the top three and fix the most common one.

Business: Month: Logged by:

Date	Customer	Stage (setup, first result, trial, payment, renewal, cancel)	Reply (later / stuck / not for me / no reply)	Reason, in their words	What we did	Follow up on

This month's top three reasons

1. _____

2. _____

3. _____

The one we'll fix next month: _____ Owner: _____