Lead Scoring Index

This tool is designed to help you analyze leads and identify strong prospects. The best possible score for a lead is 100, based on six different criteria for evaluating explicit and implicit need for your product or service. The value in parentheses is the maximum value that can be granted for that particular category.

Track how many leads are being converted from each of these classes (A, B, C, D) and focus on moving each prospect up the lead-quality ladder. This system is particularly effective for analyzing Web-to-lead opportunities and tradeshow leads.

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| Lead | Explicit Score | | | | Implicit Score | | Total | Class |
| Company | Profile  (15) | Title  (15) | Stage (15) | Need (15) | Recent  (20) | Activity (20) | (100) | (A-D) |
| ABC | 10 | 12 | 5 | 5 | 20 | 10 | 62 | B |
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**Profile –** Does this company fall into an industry that many of your other clients do? 1 = 0% of other clients are in this industry, 15 = 100% of clients in this industry.

**Title –** Is the prospect a senior decision-maker or an admin gathering info?

1 = administrative assistant, 15 = CEO/President

**Stage –** Has the customer indicated his or her stage in the buying process?

1 = doing preliminary research, 15 = hard requirement and timeline to purchase

**Need –** Does the customer have a hard requirement, or is this a “nice to have”.

1 = nice to have, 15 = absolutely required

**Recent –** How long ago did the prospect engage?

1 = 90+ days ago, 15 = today

**Activity –** Did the prospect download info, visit a product page or call?

1 = page visit, 15 = called to set up sales demonstration

**Class Points Recommended Action**

A 80-100 Send to Sales for immediate follow-up

B 60-79 Send to Sales with lower priority for follow-up

C 25-59 Send to Lead Nurturing program and monitor activity

D 0-25 Continue prospecting to gather more information