

## Lead Attributes

Lead Name		Points	Notes
<b><i>ABC Cybersecurity</i></b>			
*Example	Budget within purchasing capacity	10	
	Lead has some purchasing authority	5	
	Lead has a solution in place, but open to a new provider	10	
	Lead desires a solution in 3-6 months	5	
	Positive email response recieved from lead	10	
	Lead generated from customer referral	15	
	Lead schedules product demo	-10	
<b>Lead Score</b>	<b><i>Total</i></b>	<b>45</b>	
<b>Lead Business #2</b>			
<b>Lead Score</b>	<b><i>Total</i></b>	<b>0</b>	
<b>Lead Business #3</b>			
<b>Lead Score</b>	<b><i>Total</i></b>	<b>0</b>	

Positive Attributes	
Target audience/customer profile fit	1-30 points
Budget within purchasing capacity	10 points +
Lead has sole purchasing authority	10 points +
Lead has some purchasing authority	5 points +
Lead has a need and wants solution	20 points +
Lead has a solution in place, but open to a new provider	10 points +
Lead is urgently seeking a solution	10 points +
Lead desires a solution in 3-6 months	5 points +
Lead opens email marketing message	1 points +
Positive engagement with lead via phone	4 points +
Positive email response recieved from lead	5 points +
Lead submits web form	5 points +
Lead generated from customer referral	10 points +
Lead schedules product demo	15 points +
Lead requests pricing proposal	20 points +
Lead signs up for free trial	10 points +

Negative Attributes	
Budget not within purchasing capacity	-5 points
Lead lacks purchasing authority	-1 points
Lead does not have a current need for your solution	-5 points
Lead has a provider they are satisfied with	-10 points
Lead opts out of email marketing messages	-10 points
Negative interaction with rep via phone	-10 points

*\*customize lead attributes and point values based on your business scoring system*