

LEAD MEASUREMENT

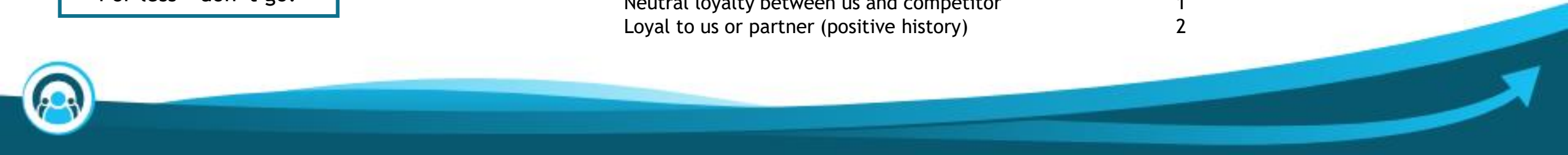


SALESMENTOR

Scoreboard:

- 10 or 9 - excellent
- 7 or 8 - good
- 5 or 6 - fair / risk
- 4 or less - don't go!

1) Source of Lead		
Other/cold call		0
Internal referral		1
Executive referral		2
2) Level of Contact		
Other		0
VP Sales		1
CEO, President, Owner		2
3) Decision Location		
Remote decision		0
Local office autonomy where we have a presence		1
Head office where we have a presence		2
4) Size of Opportunity		
Less than \$10k		0
\$10k to \$30k		1
Over \$30k		2
5) Competitive Loyalties		
Loyal to a competitor		0
Neutral loyalty between us and competitor		1
Loyal to us or partner (positive history)		2



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1) Number of Locations

- 2 or less locations 0
- 3 or 4 locations 1
- 5 or more locations 2

2) Telecom Spend (monthly)

- Less than \$5,000 0
- \$5,000 to \$10,000 1
- More than \$10,000 2

3) Level of Contact

- Information gatherer (purchasing) 0
- Evaluator/influencer (IT/Telecom manager) 1
- Decision maker/signing authority (CEO, Owner, etc.) 2

4) Value Recognition

- No reason to change 0
- Open minded, will consider change 1
- Appreciates Vodafone value 2

5) Client Urgency

- More than 90 days 0
- 30 to 90 days 1
- Within 30 days 2



LEAD MEASUREMENT



XEROX®

Scoreboard:
 10 or 9 - excellent
 7 or 8 - good
 5 or 6 - fair / risk
 4 or less - don't go!

1) Level of Contact		
Other		0
Controller, Office Manager, IT Manager		1
CEO, President, Owner, Vice-President		2
2) Decision Location		
Remote HQ no autonomy		0
Remote HQ with local autonomy		1
Local HQ		2
3) Client Urgency		
Longer than 90 days		0
30 to 90 days		1
Within 30 days		2
4) Brand Loyalty		
Loyal to competitive brand		0
Open minded, will consider change		1
Loyal to Xerox		2
5) Competition		
More than 2 competitors, shoppers!		0
1 or 2 competitors		1
Sole source		2

