

Lead Indicator Performance Scorecard

Points	Weekly Grade
201+	Rockstar Week
151 - 200	Above Average
101 - 150	Average
50 - 100	Below Average
<50	Needs Improvement

Week of

Total Lead Points Goal

Activity	Point Value	Mon	Tue	Wed	Thu	Fri	S/S	Total Points	Notes
Attend Networking Meeting	5								
Have a Forming Conversation	5								
Good to Meet You Email	5								
Call Someone from CRM	5								
Attend 1:1, Coffee or Lunch	10								
Mail Note or Card	10								
Refer or Introduce	10								
Perform Other 8 Step FT	1								
Host an Event	25								
Total									

7 Levels of Communication

"The world doesn't need another salesperson. The world needs another advocate."

- Michael Maher

- 1-on-1 Meetings
- Events & Seminars
- Phone Calls
- Handwritten Notes
- Electronic Communication
- Direct Mail
- Advertising

