

Lead Scoring by Level

Visualized



Complete
Stranger

0

You have not spoken with this prospect previously

1

You spoke to the prospect but they aren't a fit for you because of more than one indicator

Unsuitable

2

You spoke with the prospect and they may be a fit but have an indicator that they might not be

Possible
Suitable

3

This is a lead you know you'll earn commission on because they meet the majority or requirement or indicators

Suitable

4

Oooh baby your manager is gonna buy yor coffee. They check all the boxes. This logo is going on the website!

Very
Suitable