Lead Scoring Checklist

System: The more points the lead has, the hotter the lead (on a scale of 1-100).

Meet Customer Profile (Exclude Title): + 30 points

Meet Customer Profile Title: + 8 points

Lead Originated From Website: + 7 points

Lead is Offering to Provide Thought Leadership: -5 points

Visit Any Webpage or Open any Email: +1 point

Watch a Demo: +5 points

Registar for Webinar: + 5 points

Attend Webinar: + 5 points

Download Thought Leadership: + 5 points

Download ScoutSheet reviews + 12 points

View More Than 8 Pages in One Visit: + 7 points

Visit Website 2x in One Week: + 8 points

Search for “ScoutSheet”: + 15

Visit Pricing Page: + 5

Visit Careers Page: - 10

Have no activity in one month and score is greater than 30 points: - 15 points

Have no activity in one month and score is less than 30 points: -5 points