

Instructions for use of PTL 3.0 convert Lead To Contact Form

Use the PTL 3.0 to convert a generic and unknown lead into a viable contact. By asking the following questions you will learn if this lead is likely to create projects we can produce stone for, now and in the future.

PTL 3.0 Convert Lead to Contact Questioner

What cast stone products are you interested in? _____

Could you tell us your contact information? (NAME) _____ (OCCUPATION) _____

(COMPANY) _____ (ADDRESS) _____

(PHONE) _____ (MOBILE PHONE) _____ (EMAIL ADDRESS) _____

Do you have any ongoing building projects? _____

Do you have any upcoming building projects? _____

What sort of projects are these?

Does the contact have a preferred stone supplier? What can we do to become his preferred supplier?

Is this lead likely to be a repeat customer?

Does this contact have any additional value? Such as having a high profile name, or being a major figure in the construction industry?

What is your next action? (Select One)

- Pursue this contact actively?
- Keep in touch with this person of interest?
- Remove this person from realistic consideration?

Based on the information gathered from this lead, How much effort should we invest in pursuing projects from this person?