FORM

Lead Generation Form
"I would be happy to do that for you!"

✱ Target Group

A B C D

✱ Next Action _____

(✱ = Required Field)

✱ Salesman Name: _____ ✱ Date _____

✱ Lead Name: _____ Contact ID: _____ Occupation: _____

Company: _____ Website: _____

Address: _____

_____

✱ Work Phone: _____

Mobile: _____

Email: _____

Project

Name: _____

Value: _____

Probability of Sale (%) _____

Notes: _____

_____

✱ Mode of Communication

☐ Call

☐ Fax

☐ Email

☐ Mail

✱ Source of Lead

Proactive
(10 pts - outgoing)

☐ Database Contact

☐ Event

☐ Referred

Cold Lead:

☐ Permit

☐ Target Market List

☐ Planshop

Reactive
(5 pts - incoming)

☐ Advertising

☐ Marketing Campaign

☐ Promotion

Other: (+1) _____

Type Source

Referred By _____

Advertising _____