

PMF 1.2.4 Contact Rating

Check Box to Indicate Relationship

<input type="checkbox"/> 1	No Referral / End User	Defined: Single purchase, not able to build relationship, no referral Notes:
<input type="checkbox"/> 2	Hi Referral / End User	Defined: Referred by a customer, distributor, outside sales rep, needs attention Notes:
<input type="checkbox"/> 3	Builder / Mason	Defined: Builder / Masonry Contractor, has potential to have multiple jobs Notes:
<input type="checkbox"/> 4	Small Repeat	Defined: Contracted before, knows about us and wants to do more business Notes:
<input type="checkbox"/> 5	Big Repeat	Defined: Contracted several times, lots of business, willing to negotiate terms Notes:

Check Box to Indicate Class

<input type="checkbox"/> 1	Residential	Defined: Stone used for a private home, end user Notes:
<input type="checkbox"/> 2	Commercial	Defined: Stone used for a business property, school, hotel, etc. Notes:

Check Box to Indicate Demeanor

<input type="checkbox"/> 1	Cold	Defined: Very unfriendly, can't do anything right, complains, not resourceful Notes:
<input type="checkbox"/> 2	Cordial	Defined: Affable, able to be pleased, confirms that we are able to meet goals Notes:
<input type="checkbox"/> 3	Warm	Defined: Very friendly, eagerly helpful, "glad to help" attitude, easy to please Notes:

Check Box to Indicate Decision Maker

<input type="checkbox"/> 1	Non - Buyer	Defined: Not the person signing the contract Notes:
<input type="checkbox"/> 2	Buyer	Defined: Person signing the contract, primary agent Notes:

Check Box to Indicate Contact's Priority

<input type="checkbox"/> 1	Money	Defined: Contact's biggest priority is how much money, have to meet budget. Notes:
<input type="checkbox"/> 2	Time	Defined: Contact's biggest priority is time, deadlines, and needs stone on time. Notes:
<input type="checkbox"/> 3	Service	Defined: Contact's highest priority is service. Wants to build relationship. Notes:
<input type="checkbox"/> 4	Product	Defined: Contact needs our stone and willing to pay for our product. Likes stone. Notes: