

## **Contact Potential Form**

Use this form to determine if the contact is likely to be valuable to the company. Complete the following Checklist and Questioners to the best of you abilities, and then answer the outcome question.

| What is the occupation?                        | 1        | 2     | 3       | 4 | 5                 |
|--|----------|-------|---------|---|-------------------|
| How many projects are they associated with?    | 1        | 2     | 3       | 4 | 5                 |
| How many contacts are they associated with?    | 1        | 2     | 3       | 4 | 5                 |
| How desirable is the geographic location?      | 1        | 2     | 3       | 4 | 5                 |
| What is their brand loyalty?                   | 1        | 2     | 3       | 4 | 5                 |
| Previous work history with us?                 | 1        | 2     | 3       | 4 | 5                 |
| 7  |          |       |         |   |                   |
| 8  |          |       |         |   |                   |
| 9  |          |       |         |   |                   |
| 10   | 1        | 2     | 3       | 4 | 5                 |
|  |          | T-4-1 |         |   |                   |
|  |          | Total | I       |   | <del></del>       |
| What is the potential of this customer         | A B      | C     | D       | E | F                 |
| , and is the potential of this customer        |          | Č     | D       | L | •                 |
| $(A = 10-20 \qquad B = 21-30 \qquad C = 31-35$ | D =36-40 | E     | = 41-45 | I | <i>T</i> = 46-50) |

Based on the contact rating calculated above, should we consider the project?

Yes or No