

Lead Scoring Model Worksheet

Defining what actually makes a lead "sales-ready" so reps aren't chasing cold leads.

Fit Factors (Is This The Right Kind Of Company/Person?)

FACTOR	POINTS
Matches ideal customer profile (industry, size)	
Decision-making role or title	
Budget range matches your offering	

Behavior Factors (Are They Showing Real Interest?)

FACTOR	POINTS
Requested a demo or consultation	
Downloaded a high-intent resource (pricing, case study)	
Engaged with multiple pieces of content over time	
Visited pricing or contact pages	

Set Thresholds

Sales-ready score threshold: _____

Nurture-further score range: _____

Not-yet-a-fit threshold: _____

Validate The Model

1. Pull a sample of recently closed-won deals; would this model have scored them as sales-ready?
2. Pull a sample of leads that went nowhere; would this model have correctly deprioritized them?
3. Adjust weighting based on what you actually find, not just gut feel

A lead scoring model with 30 factors is harder to maintain and trust than one with 8 factors that are actually predictive. Start simple, add complexity only when the data supports it.