



Checklist

Lead Assessment in Direct Selling

Checklist code 001A

- Name of Lead: _____
- Contact details of Lead: Mobile no: _____
Whats app no.: _____ email id: _____
Address for communication: _____
_____ Pin code: _____

- Which of the following is true for this lead?
 - a. Willingness to buy
 - b. Capability to buy
 - c. Urgency to buy
 - d. Authority to buy

SQL _____
Sales Qualified Lead

SQL _____
Marketing Qualified Lead

BANT Lead _____
Budget , Authority, Need and Timeframe

- Future course of action
 - Next call on _____
 - Lead status code _____
(1 - Product objection 2- Price objection 3- Trust objection 4- Discount objection)

Comments on the lead from supervisor

Signature of Salesperson

Signature of Supervisor