

# THE PROSPECT SCORECARD



(Must be minimum 65%)

	All Points (10)	Some Points (5)	No Points (0)	Results
Size of company	Bulls Eye For Us	On The Dartboard	Not In Our Sandbox	
Source of Opportunity	Introduced or Current Relationship	Previous Relationship	Cold Call	
Size of Opportunity \$	Above average	Average	Small	
Decision Maker Engagement	High Engagement	Moderate Engagement	Not Engaged/Disinterested	
Urgency to Fix SMA	Must Act	Want to Act	Nice To Have/Not Important	
Timeline	This Month/Next Month	This Quarter/Next Quarter	Next 6 Months	
Incumbent Status	Looking to replace	Disappointed	In Love	
Budget	Approved	Available	Need to Find Funds	
Scope/Fit/Capabilities	We Have All Capabilities	We Have Most Capabilities	We Have Some Capabilities	
Fit/Proper Vertical	Bulls Eye For Us	On The Dartboard	Not In Our Sandbox	

**Total Points** \_\_\_\_\_