



# Lead Generation Assessment

How satisfied are you with your current lead generation efforts? (Circle one)

Unsatisfied 1 2 3 4 5 6 7 8 9 10 Highly Satisfied

## Current

Monthly Leads: \_\_\_\_\_

Annual Leads: \_\_\_\_\_

Close Rate: \_\_\_\_\_

Avg. Deal Size: \_\_\_\_\_

Length of Sales Cycle: \_\_\_\_\_

## Future

Monthly Leads: \_\_\_\_\_

Annual Leads: \_\_\_\_\_

Close Rate: \_\_\_\_\_

Avg. Deal Size: \_\_\_\_\_

Length of Sales Cycle: \_\_\_\_\_

### Reasons People Don't Buy From You:

Price  Bad Fit  Competition  Other: \_\_\_\_\_

### Notes or Actions to Take: