# GRADING WORKSHEET

## Choosing Your Categories

Choose a few categories that represent important qualities in your ideal customer profile. Prospects will be graded based on these criteria. See a few common options below, and remember to think about additional criteria that may be important for your specific product or industry.

- Job title
- Department
- Industry
- Location
- Company size
- Other criteria specific to your business

Now decide how different qualifications in each of these categories will raise or lower a prospect's grade. For example, a job title of "Director" may add 2/3 of a letter grade, where "Manager" may only add 1/3. Just remember that if your base grade is a "D," your adjustments across all categories should add up to at least 9/3, so that it's possible for a lead to reach an "A" from the default grade.

## Category 1

| Criteria | Adjustment | Values |
|---|---|---|
| | + / -   3/3 | |
| | + / -   2/3 | |
| | + / -   1/3 | |

## Category 2

| Criteria | Adjustment | Values |
|---|---|---|
| | + / -   3/3 | |
| | + / -   2/3 | |
| | + / -   1/3 | |

## Category 3

| Criteria | Adjustment | Values |
|---|---|---|
| | + / -   3/3 | |
| | + / -   2/3 | |
| | + / -   1/3 | |

## Category 4

| Criteria | Adjustment | Values |
|---|---|---|
| | + / -   3/3 | |
| | + / -   2/3 | |
| | + / -   1/3 | |

## Category 5

| Criteria | Adjustment | Values |
|---|---|---|
| | + / -   3/3 | |
| | + / -   2/3 | |
| | + / -   1/3 | |