

Ideal Customer Profile

The Overall Grade is subjective based on your own overall analysis.

Individual grades are an indication of challenges and opportunities with this prospect.

Some factors can be improved and some most likely cannot.

Some factors carry more weight, but will vary with the client and the situation.

D	Dollar Potential
A	Access & Credibility
P	Product Fit
Va	Value-Added Fit
L	Leverage
Y	Your Personal Factors
Overall Grade	

Prospects:

Grade each category A-F:

[illegible]