

HOW TO PICK YOUR LEAD PROVIDER CHEAT SHEET

Name of lead provider : _____

Important Metric

How fresh are the leads? _____

Cost for shared lead? _____

Sold how many times? _____

Cost for semi-exclusive lead? _____

Cost for exclusive lead? _____

Notes:

- Does the lead provider understand your business?
- Does the lead provider exchange a bad lead for a new one?
- Is there a minimum to get started? If yes how much? _____
- How long has have they be in business?
- Does the lead provider offer filters on their leads?
- Do you own the leads that you purchase?
- Has the lead been given opt-out/In options?
- How complete is each record?
- Does the lead provider generate their own leads?

Notes: