

LEAD QUALIFICATION SHEET

Complete for each lead	
Organization/College Name*	
Club Type* (Corporate, College, Community, Government, Association, Advanced)	
No. of Employees/ students / members*	
Industry*	
Location*	
Decision Maker*	
Contact Details*	
Existing Connection*	
Why would they need Toastmasters?	
What evidence did you find that suggests this organization would benefit from Toastmasters? (website/news)	
Next Action*	
Target Date	

**Mandatory data to qualify a lead>*

- **Suspect/Lead:** An organization has been identified
- **Prospect/Qualified Lead:** you have completed the research and have sufficient information to determine that the organization is worth pursuing.
- **Target Opportunity/Target:** You can realistically start engagement.