

Purpose:

Without qualified leads, you can't book appointments. Without appointments, you can't make sales.

Scope:

All agents, every week, Tuesday through Friday.

Steps:

1. What makes a Qualified Lead?

- Decision Maker's Name ✓
- Number of Employees ✓
- Correct Address ✓

2. How many do you need?

- 150 qualified leads by **Thursday**.
- After that, you only replace the 20–30 you lose each week.

3. How do you get them?

- Telephone calls
- Google searches
- Walk-in visits

4. How to prioritize (triage):

- **Hot Leads first** → call back today (2nd, 3rd, 4th touch).
- **Qualified Leads next** → set appointments with these.
- **Add new leads** → until you hit 150.

5. Weekly rhythm:

- **Tue–Thu** → Focus on qualifying leads.
- **Friday + Monday** → Call labs. 90 calls each day.
- By Thursday afternoon → You must have 150.

Key Point:

👉 Qualified leads are the fuel. No fuel = no appointments. No appointments = no sales.