Model Name	Type	Description	Scoring Factors	Weighting	Use Case
Basic Lead Scoring	Rule-based	Simple model based on predefined rules	Demographics, Engagement	50%	Initial qualification
Predictive Lead Scoring	Machine Learning	Uses historical data to predict lead quality	Past interactions, Demographics, Firmographics	60%	Sales prioritization
BANT Scoring	Framework	Based on Budget, Authority, Need, Timing	Budget, Authority, Need, Timing	40%	Enterprise sales
CHAMP Scoring	Framework	Focuses on Challenges, Authority, Money, Priority	Challenges, Authority, Money, Priority	45%	Consultative sales
Lead Ninja Score	Algorithmic	Multivariate scoring system for leads	Engagement, Firmographics, Historical data	55%	Digital marketing
Lead Magnet Score	Rule-based	Scoring leads based on download behavior	Content engagement, Source value	30%	Content marketing
Engagement Scoring Model	Analytics-based	Scores based on user interaction with content	Pages viewed, Time spent, Frequency of visits	50%	Email marketing
Sociodemographic Scoring	Demographic	Scores based on lead demographics and firmographics	Company size, Industry, Job title	35%	B2B sales
RFM Scoring	Analytics-based	Scores based on Recency, Frequency, Monetary	Recency, Frequency, Monetary value	50%	E-commerce
SALES Scoring	Framework	Simple scoring based on Sales readiness	Sales readiness, Interest level	40%	Sales teams
Lead Scoring Matrix	Matrix-based	Grid of scoring for various lead characteristics	Lead source, Behavioral metrics	55%	Lead qualification
Engagement Index	Analytics-based	Index based on digital engagement behavior	Email opens, Clicks, Website visits	50%	Digital marketing optimization
Behavioral Lead Scoring	Machine Learning	Analyzes behavioral data to score leads	Lead interactions, Activity level	70%	Nurturing campaigns
Firmographic Scoring	Demographic	Scores based on company attributes	Industry, Revenue, Location	30%	B2B targeting
Intent Data Scoring	Analytics-based	Scores leads based on signals of buying intent	Keyword searches, Topic interest	60%	Lead nurturing
Lead Priority Score	Ranking	Ranks leads based on overall score from various metrics	Engagement, Interest level, Intent	50%	Sales prioritization
Customer Lifetime Value Score	Predictive	Predicts future revenue from the lead	Purchase history, Engagement metrics	40%	Retention strategy
Qualitative Lead Scoring	Qualitative	Engages qualitative assessments for lead scoring	Salesperson input, Lead interviews	25%	High-value prospects
Account-Based Scoring	ABM-focused	Scores in the context of account-based marketing	Target accounts, Engagement level	50%	Account-based sales
AI-Powered Scoring	Machine Learning	Leverages AI to analyze vast data for scoring	Data patterns, Behavioral models	70%	Advanced analytics
Multi-Touch Attribution Scoring	Attribution Model	Scores based on multiple touchpoints in the journey	Channel impact, Touchpoint engagement	60%	Holistic marketing strategy
Inbound Scoring Model	Rule-based	Scores based on inbound leads' actions	Content downloads, Form submissions	40%	Lead generation
Lead Stage Scoring	Lifecycle-based	Scores based on lifecycle stage of the lead	Stage of interest, Engagement level	55%	Lead funnel management
Advocacy Score	Engagement-based	Scores leads based on their advocacy potential	Social shares, Referrals	20%	Brand advocacy
Lead Quality Index	Composite Score	Combines various scoring metrics into an index	Engagement, Demographics, History	65%	Quality assessment
Content Engagement Score	Behavioral	Scores based on engagement with content	Content interaction, Time on page	40%	Content marketing analysis
Sales Readiness Score	Framework	Focuses on readiness for sales engagement	Interest level, Buying signals	70%	Sales readiness assessment

Email

Name	Type	Description	Metrics	Value	Application
Engagement Score	Behavioral	Scores based on email interaction metrics	Open rates, Click-through rates	50%	Email marketing optimization
Web Activity Score	Behavioral	Scores based on lead's interaction with website	Page views, Session duration	60%	Web engagement measurement
Lead Fit Score	Demographic	Determines how well a lead fits the target profile	Demographics, Firmographics	35%	Ideal customer profiling
Actionable Lead Score	Predictive	Scores leads based on actionable insights derived from behavior	Engagement, Intent signals	65%	Sales enablement
Predictive Analytics Score	Machine Learning	Uses predictive analytics to determine lead quality	Historical data, Behavioral patterns	70%	Future sales forecasting
Segment Score	Demographic	Scores based on predefined customer segments	Segment metrics, Engagement data	50%	Targeting and segmentation
Engagement Velocity Score	Behavioral	Scores based on the speed of lead engagement	Engagement frequency, Conversion rate	60%	Real-time scoring
Customer Journey Score	Lifecycle-based	Scores based on the position in the customer journey	Awareness, Consideration, Decision	55%	Customer journey mapping
Social Engagement Score	Behavioral	Scores based on social media interaction	Likes, Shares, Comments	25%	Social media strategy
Transaction Probability Score	Predictive	Predicts the probability of transaction based on data	Transaction history, Behavioral patterns	75%	Sales forecasting
Lead Loyalty Score	Engagement-based	Scores based on the likelihood of customer loyalty	Purchase patterns, Repurchase rate	50%	Customer retention
Optimal Engagement Score	Behavioral	Scores based on the optimal engagement times and channels	Engagement timing, Channel preference	70%	Digital marketing timing
Referral Value Score	Network-based	Scores leads based on referral potential	Referral history, Network size	30%	Referral marketing
Channel Engagement Score	Channel-based	Scores based on channel-specific engagement metrics	Engagement by channel, Conversion rate	65%	Channel optimization
Negotiation Readiness Score	Qualitative	Scores based on readiness for negotiation	Negotiation signals, Engagement indicators	40%	Sales negotiation
Conversion Potential Score	Predictive	Predicts conversion likelihood through data analysis	Engagement metrics, Lead history	70%	Optimize conversions
Disqualification Score	Qualitative	Identifies leads that are unlikely to convert	Negative signals, Poor fit criteria	20%	Lead disqualification
Lead Movement Score	Lifecycle-based	Scores based on how leads move through the funnel	Stage transitions, Engagement changes	50%	Funnel analysis
Profitability Score	Predictive	Scores potential profitability of leads	Profit analysis, Revenue potential	65%	Sales strategy
Segmented Engagement Score	Segment-based	Scores leads based on segmented engagement data	Segment metrics, Engagement depth	60%	Segmentation analysis
Industry Fit Score	Demographic	Scores based on fit within the target industry	Industry characteristics, Market data	30%	Industry targeting
Contextual Scoring	Analytics-based	Scores based on context of interactions	Context relevance, Behavioral patterns	65%	Contextual marketing
Multi-Channel Engagement Score	Behavioral	Scores based on engagements across multiple channels	Channel diversity, Engagement levels	55%	Integrated marketing strategy
Interaction Quality Score	Qualitative	Scores based on the quality of interactions with leads	Lead communication, Interaction depth	30%	Sales interaction review
Lifecycle Value Score	Predictive	Predicts the overall value throughout the lifecycle	Lifetime engagement, Purchase history	75%	Lifetime value assessment
Clarity Score	Qualitative	Rates clarity of the lead's needs and interests	Need identification, Interest level	45%	Needs assessment
Utility Score	Predictive	Scores potential utility of a lead for offerings	Offering relevance, Need fit	50%	Product offer alignment

Name	Type	Description	Factors	Weight	Application
Nurturing Score	Behavioral	Scores based on nurturing engagement efforts	Email opens, Content interactions	70%	Lead nurturing strategy
Competitive Position Score	Market-based	Scores leads based on competition in their sector	Market position, Competitive advantage	45%	Competitive analysis
Renewal Probability Score	Predictive	Scores likelihood of lead returning for renewals	Retention signals, Past engagement	80%	Renewal strategies
Scalability Score	Qualitative	Scores based on scalability potential of lead	Scalability factors, Business growth	55%	Growth strategy
Technical Fit Score	Demographic	Scores based on technical requirements match	Technical needs, Compatibility level	40%	Technical assessments
User Persona Score	Demographic	Scores leads based on defined user personas	Persona fit, Engagement markers	60%	Persona targeting
Sales Lifecycle Score	Lifecycle-based	Scores leads based on their stage in sales lifecycle	Stage metrics, Engagement history	50%	Lifecycle management
Customer Experience Score	Qualitative	Scores based on expected customer experience	Experience factors, Satisfaction indicators	30%	CX evaluation
Market Readiness Score	Market-based	Scores based on readiness for market penetration	Market signals, Timing factors	65%	Market entry strategy
Brand Affinity Score	Qualitative	Scores leads based on brand loyalty and affinity	Loyalty indicators, Brand engagement	20%	Brand management
Sales Pipeline Score	Lifecycle-based	Scores based on pipeline fit and stage	Sales stage, Engagement level	55%	Sales forecasting
Digital Readiness Score	Digital	Scores based on digital engagement readiness	Digital engagement metrics, Adoption levels	50%	Digital strategy alignment
Competitive Demand Score	Market Analysis	Scores leads based on competitive demand signals	Market demand, Competitive analysis	65%	Market positioning
Company Health Score	Market-based	Scores health of the lead's company based on metrics	Financial health, Growth indicators	55%	Company assessment
Personalization Score	Qualitative	Scores based on level of personalized engagement	Personalization depth, Customized content	30%	Personalization efforts
Sales Integration Score	System-based	Scores quality of lead integration with systems	System compatibility, Data flow	50%	Systems integration strategy
Compelling Value Score	Qualitative	Scores based on compelling value for the lead	Value proposition, Offer attractiveness	45%	Value assessment
Element Integration Score	Qualitative	Scores based on integration of lead elements into strategy	Element alignment, Strategy fit	40%	Strategic fitting
Transformation Readiness Score	Predictive	Scores readiness for business transformation	Transformation signals, Fit with offerings	50%	Business transformation
Service Level Agreement Score	Formal Compliance	Scores willingness to enter into an SLA	SLA parameters, Engagement level	70%	Service agreement evaluations
Time to Conversion Score	Predictive	Predicts time required for lead conversion	Historical conversion times, Engagement metrics	60%	Conversion timing
Risk Assessment Score	Predictive	Scores risk of leads turning cold or disengaging	Risk signals, Engagement downturn	30%	Risk management
Customer Satisfaction Score	Qualitative	Scores likely satisfaction based on past interactions	Satisfaction history, Engagement quality	25%	Customer satisfaction analysis
Post-Conversion Engagement Score	Behavioral	Scores on post-conversion engagement levels	Post-purchase interactions, Retention activity	50%	Retention strategy
SEO Value Score	Digital	Scores leads based on SEO engagement signals	SEO behavior, Traffic sources	45%	SEO strategy alignment
Product Fit Score	Qualitative	Scores based on fit with current offering	Product needs, Compatibility factors	35%	Product development

Upselling Potential Score	Predictive	Scores potential for upselling and cross-selling	Purchase behavior, Engagement level	75%	Upsell strategy
Regulatory Compliance Score	Compliance	Scores based on regulations and compliance readiness	Compliance metrics, Regulatory needs	60%	Regulatory strategy
Community Engagement Score	Behavioral	Scores based on engagement within community	Community interaction, Participation level	50%	Community management
Subscription Value Score	Predictive	Scores likelihood of subscription purchases	Subscription history, Engagement metrics	70%	Subscription sales
Churn Risk Score	Predictive	Scores risk of lead disengagement or churn	Churn indicators, Engagement drop	30%	Churn reduction strategy
Lifetime Interaction Score	Behavioral	Scores based on total engagement lifetime	Total interactions, Long-term engagement	55%	LTV analysis
Potential Collaboration Score	Collaborative	Scores based on potential for partnership	Collaboration indicators, Alignment	40%	Partnership strategy
Trust Score	Qualitative	Scores trustworthiness of a lead based on interactions	Trust indicators, Past behavior	20%	Trust evaluation
Emotional Engagement Score	Qualitative	Scores leading based on emotional responsiveness	Emotional indicators, Engagement depth	25%	Emotional marketing
Engagement Versatility Score	Versatile Engagement	Scores versatility of engagement across channels	Channel usage, Engagement types	45%	Versatile engagement strategy
Volatility Score	Predictive	Predicts potential volatility in lead behavior	Behavior patterns, Previous volatility	60%	Behavioral forecasting
Data Accuracy Score	Quantitative	Scores quality of data accuracy associated with leads	Data integrity, Accuracy metrics	70%	Data management
Customization Potential Score	Qualitative	Scores based on potential for offering customization	Customization needs, Engagement level	50%	Customization assessment
Influencer Engagement Score	Networking	Scores leads based on influencer engagement	Influencer interaction, Reach	30%	Influencer marketing
Event Participation Score	Event-based	Scores based on participation in events or webinars	Event interactions, Follow-ups	60%	Event strategy
Growth Potential Score	Predictive	Scores potential for future growth from the lead	Growth indicators, Market trends	75%	Growth strategy
Social Media Scoring Model	Social	Scores based on performances on social platforms	Social interactions, Reach	40%	Social media strategy
Market Segment Score	Market-based	Scores targeting and fit within market segments	Market characteristics, Engagement	50%	Market analysis
Competitive Analysis Score	Market Analysis	Scores lead based on competitive positioning	Competition monitoring, Market factors	60%	Competitive strategy
Email Response Score	Behavioral	Scores based on response metrics from email outreach	Response rates, Engagement metrics	50%	Email outreach strategy
Consideration Stage Score	Lifecycle-based	Scores leads based on their stage in the buying cycle	Consideration factors, Engagement depth	55%	Marketing efforts
Conversion Impact Score	Predictive	Predicts impact of leads on overall conversion rates	Conversion metrics, Historical data	70%	Sales conversion strategy
Sales Cycle Duration Score	Predictive	Scores potential duration of the sales cycle with the lead	Cycle duration metrics, Historical timing	60%	Sales management
Marketplace Fit Score	Market-based	Scores leads based on fit within marketplace dynamics	Marketplace metrics, Demand analysis	45%	Marketplace analysis
Retention Indicators Score	Predictive	Scores indicators of potential retention based on data	Retention signals, Engagement history	80%	Retention analysis
Sales Team	Qualitative	Scores based on insights and	Sales feedback,	30%	Sales

Score	Type	Description	Inputs	%	Application
Feedback Score		feedback from sales reps	Interaction quality		performance
Risk Tolerance Score	Predictive	Scores based on lead's risk tolerance levels	Risk indicators, Engagement behaviors	50%	Risk management
Product Adoption Score	Behavioral	Scores leads based on product adoption signals	Adoption metrics, Engagement depth	60%	Product engagement
Engagement Consistency Score	Behavioral	Scores leads on consistency of engagement	Consistency metrics, Historical patterns	55%	Engagement assessment
Referral Likelihood Score	Qualitative	Scores likelihood of the lead referring others	Referral signals, Past behavior	50%	Referral marketing
Profit Motive Score	Qualitative	Scores leads based on expected profitability motives	Profit signals, Engagement quality	40%	Profit analysis
Adoption Metrics Score	Behavioral	Scores based on metrics related to product adoption	Adoption data, Engagement metrics	65%	Adoption strategy
Ideal Customer Profile Score	Profile-based	Scores on fit to the company's ideal customer profile	Profile metrics, Engagement history	70%	Company targeting
Communications Score	Communication-based	Scores based on the effectiveness of communications with leads	Communication quality, Responsiveness	30%	Communications improvement
Frequent Buyer Score	Behavioral	Scores leads based on frequency of purchases	Purchase frequency, Engagement metrics	75%	Customer loyalty
Engagement Predictiveness Score	Predictive	Scores predictiveness of engagement outliers	Predictive metrics, Behavioral patterns	65%	Forecasting
Value Proposition Score	Qualitative	Scores the strength of the lead's perceived value proposition	Value signals, Engagement response	50%	Value propositions
Relationship Management Score	Qualitative	Scores based on quality of interpersonal relationship	Relationship metrics, Interaction history	25%	Relationship management
Lead Integration Score	System Integration	Scores based on ease of integrating leads into existing systems	Integration quality, Data flow	65%	Integration efforts
Pricing Sensitivity Score	Qualitative	Scores based on lead's sensitivity to pricing changes	Sensitivity metrics, Engagement depth	40%	Pricing strategy
Brand Loyalty Score	Behavioral	Scores based on loyalty indicators exhibited by leads	Loyalty metrics, Brand interactions	80%	Loyalty strategies
Sourcing Score	Quantitative	Scores based on the sources through which leads have engaged	Source metrics, Engagement levels	50%	Source targeting
Assessment Score	Quantitative	Scores based on lead assessments and evaluations	Assessment factors, Engagement level	60%	Qualitative assessment
Return on Investment Score	Quantitative	Scores potential ROI from lead acquisition	Investment metrics, Expected returns	75%	Investment analyses
Prospect Viability Score	Predictive	Scores potential viability of converting a lead	Viability metrics, Market factors	70%	Prospecting strategy
Valuable Insights Score	Qualitative	Scores based on insights provided by leads	Insight metrics, Engagement history	45%	Insights generation
Networking Score	Networking-based	Scores based on networking signals from leads	Networking indicators, Engagement level	30%	Networking opportunities
Skill Set Score	Demographic	Scores leads based on the skills they represent	Skill indicators, Job attributes	25%	Skill assessment
Data Driven Score	Predictive	Scores based on how much data-driven insights can be obtained from the lead	Data potential, Market relevance	75%	Analytics utilization
Seasonality Score	Predictive	Scores based on seasonal behavior and buying patterns	Seasonal data, Trends	60%	Seasonal marketing
Conversion Complexity Score	Predictive	Scores based on complexity of converting a lead to sale	Complexity metrics, Engagement history	50%	Sales complexity analysis
Performance Metrics Score	Quantitative	Scores based on performance metrics observed for leads	Performance data, Engagement levels	70%	Performance evaluation

Name	Type	Description	Indicators	Weight	Application
Client Satisfaction Score	Qualitative	Scores based on satisfaction metrics of current clients	Satisfaction indicators, Engagement levels	35%	Client satisfaction management
Innovation Potential Score	Qualitative	Scores prospects based on potential for innovation	Innovation indicators, Engagement history	40%	R&D strategy
Collaboration Indicators Score	Collaborative	Scores based on indicators of potential collaborations	Collaboration metrics, Engagement histories	30%	Collaborative strategies
Upsell and Cross-Sell Potential Score	Predictive	Scores likelihood of leads responding favorably to upsell or cross-sell	Response metrics, Engagement patterns	75%	Upsell strategies
Sales Influence Score	Market-based	Scores potential influence of the lead on sales processes	Influence indicators, Engagement history	50%	Influence assessment
Compositional Value Score	Qualitative	Scores based on composition of lead attributes relative to offerings	Composition factors, Engagement metrics	45%	Value assessment
Geographic Score	Demographic	Scores based on geographic factors influencing lead behavior	Geographical characteristics, Contextual data	35%	Geographic targeting
Synergy Score	Predictive	Scores potential for synergies between leads and offerings	Synergy indicators, Engagement factors	60%	Synergy mining
Partnership Potential Score	Collaborative	Scores based on potential for beneficial partnerships from leads	Partnership indicators, Engagement histories	50%	Partnership evaluation
Descriptive Fit Score	Qualitative	Scores based on how closely a lead's characteristics match the ideal definitions	Descriptive metrics, Engagement depth	40%	Ideal fit evaluation
Intelligence Score	Behavioral	Scores based on analytical intelligence of the lead from interactions	Intelligence factors, Behavioral data	55%	Intelligence assessment
Adoption Readiness Score	Predictive	Scores readiness of leads to adopt new solutions or products	Adoption behavior, Historical data	70%	Adoption strategy
Trainability Score	Qualitative	Scores potential for leads to learn and adapt to new approaches	Trainability factors, Engagement metrics	25%	Training potential
Co-Building Score	Collaborative	Scores based on potential for co-building products with leads	Co-building indicators, Interest levels	40%	Co-creation strategies
Potential for Synergistic Offerings Score	Collaborative	Scores based on fits for synergistic offerings with leads	Synergy metrics, Engagement levels	45%	Synergistic opportunities
Profile Assessment Score	Qualitative	Scores assessment quality of the leads' profiles	Profile metrics, Engagement factors	50%	Quality assessment
Behavioral Intent Score	Predictive	Scores based on inferred behavioral intents from interactions	Intent signals, Behavioral patterns	65%	Intent analysis
Bespoke Fit Score	Qualitative	Scores how custom tailored a solution is for a lead	Bespoke metrics, Engagement depth	30%	Customization efforts
Profit Opportunity Score	Predictive	Scores based on potential profit opportunities deriving from leads	Profit metrics, Historical data	60%	Profit opportunity assessment
Quick Response Score	Behavioral	Scores based on speed and efficiency of responses from leads	Response metrics, Engagement history	50%	Response assessments
Service Levels Score	Quantitative	Scores based on different anticipated service level requirements from leads	Service factors, Engagement depth	65%	Service strategy
Optimized Engagement Score	Behavioral	Scores effectiveness of customized engagement strategies used with leads	Engagement metrics, Strategy effectiveness	70%	Engagement optimization
Self-Service Engagement Score	Behavioral	Scores based on self-service engagement signals from leads	Self-service metrics, Engagement depth	40%	Self-service strategies
		Scores how well a lead aligns	Alignment metrics,		

Name	Type	Description	Metrics	%	Application
Strategic Alignment Score	Qualitative	with the overall strategic objectives of the organization	Engagement histories	60%	Strategic fit
Key Account Scoring Model	Account-Based	Framework to score leads based on key account characteristics	Key account indicators, Engagement levels	70%	Key account management
Effectiveness Score	Quantitative	Scores based on the effectiveness of previous interactions with leads	Effectiveness metrics, Engagement factors	75%	Interaction effectiveness assessment
Client Relationship Score	Qualitative	Scores quality of existing relationships with the leads' organizations	Relationship metrics, Interaction history	30%	Client relationship management
Long-Term Viability Score	Predictive	Scores based on long-term viability and sustainability of leads	Viability factors, Engagement histories	55%	Long-term strategies
Professional Development Score	Qualitative	Scores based on leads showing readiness for professional growth opportunities	Development indicators, Engagement histories	40%	Professional growth strategies
Emerging Opportunity Score	Predictive	Scores based on identification of emerging market opportunities from leads	Opportunity metrics, Market trends	60%	Emerging opportunity assessment
Performance Potential Score	Predictive	Scores potential of leads to meet or exceed performance goals	Performance metrics, Engagement data	65%	Performance evaluation
Distribution Score	Logistical	Scores leads by their logistical readiness for distribution and fulfillment	Logistical metrics, Engagement levels	30%	Distribution strategies
Synergistic Communication Score	Collaborative	Scores leads based on potential for synergistic communications across channels	Synergy metrics, Engagement levels	50%	Communications strategy
Advantage Score	Competitive	Scores potential advantages a lead may provide to the organization	Advantage metrics, Market positioning	70%	Competitive strategy assessment
Purpose Measurement Score	Qualitative	Scores based on how well leads understand and align with the purpose of offerings	Purpose alignment metrics, Engagement depth	35%	Purpose-driven marketing
Trends Analysis Score	Predictive	Scores based on analysis of trends derived from leads' engagement	Trend metrics, Historical behaviors	60%	Trend analysis
Intellectual Property Score	Qualitative	Scores based on leads' potential contributions to intellectual property development	IP indicators, Contribution levels	40%	IP development strategies
Outcome Focus Score	Qualitative	Scores based on focus on outcomes and implications of leads' actions	Outcome metrics, Engagement depth	25%	Outcome-driven strategies
Competitive Necessity Score	Predictive	Scores urgency of converting leads, based on competitive necessity	Necessity factors, Engagement urgency	55%	Competitive positioning
Improvability Score	Qualitative	Scores leads on their potential for improvement and development	Improvement indicators, Engagement metrics	50%	Development potential
Adaptability Score	Behavioral	Scores potential for leads to adapt to new situations and challenges	Adaptability factors, Engagement levels	70%	Adaptability assessment
Influence Metrics Score	Qualitative	Scores potential influence of a lead on others within their network	Influence metrics, Engagement behaviors	55%	Influence strategies
Ecosystem Fit Score	Market-based	Scores how well leads fit into the broader ecosystem	Ecosystem indicators, Engagement metrics	45%	Ecosystem assessments
Value Proposition Alignment Score	Qualitative	Scores how closely a lead aligns with the value proposition of offerings	Alignment metrics, Engagement depth	50%	Value alignment assessments
Customer Demand Score	Market-based	Scores based on demand signals given by leads	Demand indicators, Market fit	75%	Demand generation
Collaborative	Collaborative	Scores based on the value generated through collaboration	Collaborative metrics,	40%	Collaborative

Value Score		with leads	Engagement factors		opportunities
Skill Utilization Score	Qualitative	Scores how effectively a lead can utilize offered skills/programs	Utilization metrics, Potential benefits	35%	Skill development strategy
End-User Experience Score	Qualitative	Scores the experiences that end-users have with a lead's offerings	User experience metrics, Satisfaction indicators	50%	End-user strategies
Networking Synergy Score	Network-based	Scores based on synergies within networks created by leads	Networking metrics, Engagement interactions	30%	Networking strategies
Capacity Score	Quantitative	Scores leads based on organizational capacity to fulfill needs	Capacity metrics, Engagement history	60%	Capacity assessments
Benchmarking Score	Comparative	Scores based on benchmarks set within the organization or industry	Benchmarking data, Engagement effectiveness	25%	Benchmarking strategies
Authenticity Score	Qualitative	Scores the authenticity displayed by leads during interactions	Authenticity indicators, Relationship depth	35%	Authenticity assessment
Leadership Potential Score	Qualitative	Scores potential of leads to take on leadership roles or tasks	Leadership indicators, Engagement behaviors	50%	Leadership development
Community Fit Score	Demographic	Scores how well leads fit within targeted community demographics	Community background metrics, Engagement,55%"	Community analysis	NaN
Change Readiness Score	Predictive	Scores the readiness of leads to accept change based on engagement	Readiness signals, Engagement history	65%	Change management
Technology Adaptation Score	Qualitative	Scores the lead's ability to adapt to new technologies	Tech adaptation factors, Engagement depth	50%	Tech assessment
Subject Matter Expertise Score	Expertise-based	Scores leads based on their expertise in specific areas	Expertise metrics, Engagement correlations	40%	Expertise strategy
Clarity of Purpose Score	Qualitative	Scores how clearly leads articulate their purpose and needs	Clarity metrics, Engagement measures	55%	Purpose clarification
Simplification Score	Qualitative	Scores leads based on their willingness to simplify processes and operations	Simplification factors, Engagement depth	35%	Process streamlining
Knowledge Transferability Score	Qualitative	Scores leads based on how easily knowledge can be transferred or shared with them	Knowledge metrics, Engagement depth	60%	Knowledge management
Data-Driven Approach Score	Predictive	Scores leads based on how willing they are to utilize data-driven approaches in their operations	Data indicators, Engagement history	75%	Data strategy
Feedback Receptiveness Score	Qualitative	Scores the openness of leads to feedback and improvement suggestions	Receptiveness metrics, Engagement levels	25%	Feedback improvement
Partnership Value Score	Collaborative	Scores potential value captured through partnerships with leads	Value metrics, Engagement depth	50%	Partnership evaluation