

YOUR DATA IS THE ASSET

Build Your Own Lead Score

Turn your last 50 wins into a lead score your sales team will trust, then prove it works with a two-week test.

Companion to the article [Why a One-Size-Fits-All Lead Score Fails Your Sales Team](#)

STEP 1 Pull two lists

Use the same time period for both, ideally the last 12 months.

A	Contacts who became customers	
	Aim for 50 to 100	
B	Contacts who did not buy	
	A similar number, picked at random	
C	Signals you knew before they bought	

Signal ideas

Things you knew before the sale.

Fit: property, household, company size, location, products owned

Timing: life or business events, renewal dates, time since last purchase

Engagement: replies and conversations (opens count lightly)

Relationship: past customer, referral, previous quote

STEP 2 Find the signals that separate buyers

For each signal, what share of buyers had it, and what share of non-buyers? A big gap means a strong signal.

SIGNAL	% OF BUYERS (A)	% OF NON-BUYERS (B)	GAP	WEIGHT 1 TO 5
Example: past customer				
Example: replied in last 90 days				
Example: life event in last 6 months				
Example: referral source				

Scoring: add up the weights of every signal a contact has. That total is their score. Simple beats clever, as long as every point comes from your own wins.

STEP 3 Turn scores into bands

Rank your whole database, including people who never click, and group it.

A**Top 10%**

A person reaches out this week, with a reason.

B**Next 20%**

Personal outreach this month.

C**Next 30%**

Multi-channel nurture with a reason to reply.

D**The rest**

Automated nurture until a signal changes.

STEP 4 Test it for two weeks

Work the A band and a random sample the same way, then compare.

GROUP	CONTACTS WORKED	CONVERSATIONS	APPOINTMENTS	SALES
A band				
Random sample				
Difference				

Keep it honest

- ☐ Every score shows its reasons to the rep
- ☐ Opens carry little or no weight
- ☐ Quiet contacts are scored, not skipped
- ☐ Re-check every quarter against new wins
- ☐ Retire signals that stop predicting

An explainable score

Score **88**

Past customer · Homeowner 7 years · Asked about pricing in March

A number alone does not help a rep. A number with a reason tells them who to call and what to say.

Scoring built from your data, not ours

At Agent Legend, scoring is built around each customer's own data and results, not a one-size-fits-all model.

agentlegend.com/book-a-demo