

# DEFINE: Your Critical Path Map



Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #

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Lead Generation			Lead Conversion			Fulfillment			Review		
Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #	Processes to be Playbooked	Scorecard Item	Scorecard #
Social Media	Likes	50+	Sales Calls	# Made	100	New Client Welcome	Checklist Complete	100%	Annual Account Review	Contract Renewal %	75%
Email Campaigns	Opens	20%	Sales Meetings	# Attended	20	Client Meetings	# Attended	20	Client Appreciation	Checklist Complete	100%
Events	Leads	100	Promotional Events	# of Sales	10	Client Review	# Attended	10	Ongoing Support	Response Time	▼ 1hr
Referrals	Total	20	How To Sell	Exam Score	90%+	Product & Service Info	Exam Score	90% +	Troubleshooting	Response Time	▼ 1hr
PR/ Advertising	Impressions	10K	Negotiating	Exam Score	90%+	Manufacturing/ Servicing	Time To Delivery	▼ 1ohr	Satisfaction Surveys	Net Promoter Score	8+