Intake form

General data	
Company name	
Address	
Name of contact person for the project	
Function	
Office telephone number	
Mobile phone number	
E-mail address	
Name, email, telephone number contact person for technical matters: (think of linking email address, getting access to one of your email addresses, etc.)	

Financial data for billing (billing data sometimes differs from company data)	
Company name: (If company name is the same as above, you do not need to enter anything)	
Address: (If the address is the same as above, you do not need to enter anything)	
VAT number	
Chamber of Commerce number	
Email financial department	
Contact person financial department	

Product/service information
For which product or service are we going to generate leads
Describe in your own words which solution you offer to your customers
Describe in your own words what distinguishes your product or service from the competition
We would like to receive any additional information about the product/service, such as Brochures, video content, links, any script/pitch, etc.

General information

Which target group/sector are we going to approach	
How big is your target group	
Do you have your own data/addresses available	
How many data/addresses do you have available	
Who is the right point of contact for you within the company we approach/and what is his/her position/function	

Name 3 competitors and briefly indicate the main differences:
  • Competitor 1
  • Competitor 2
  • Competitor 3	

What are your experiences with (cold) calling potential customers? Are there certain triggers you use, if so which ones	
How long does a customer stay with you on average	
What is the average order value per customer	
How long does the onboarding process take on average (from lead to customer, number of weeks/months/years)	
In which countries are you currently active	
Do you wish to sell your product/service in other countries, if so, which ones	

Lead information

What is a qualitative lead for you: What criteria do you think a qualitative lead should meet?

Which information/data do you want us to enrich

What is your own cold calling conversion

What is the conversion from lead to customer

How many salespeople do you employ which can follow up appointments/leads

How many leads are desired (ideal situation) per week, per salesperson

Describe what the follow-up process looks like after you have received the lead, expressed in time (how much time does it take to send a confirmation/invite, proactively send reminders/stay in touch with the prospect etc.)

With how many leads is the collaboration with Movements Marketing a success

Room for other matters / comments / details and wishes of the customer