

Blue Sheet Rating Descriptions

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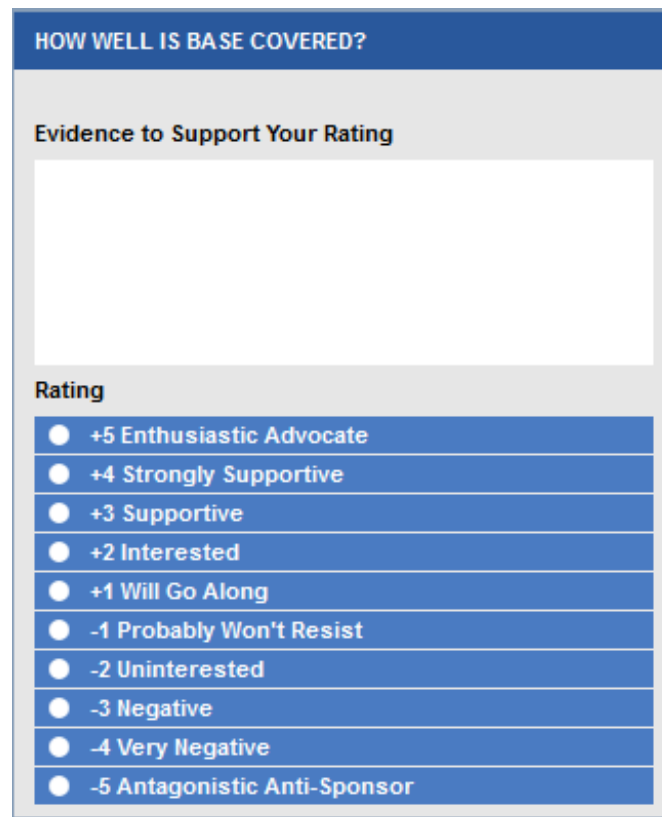
There are two fields in the Blue Sheet that contain selection lists with rating values of +5 to -5:

Ideal Customer Criteria Rating



The screenshot shows a form titled "IDEAL CUSTOMER PROFILE". Inside the form, there is a text input field labeled "Ideal customer profile 1". To the right of this field is a vertical list of radio button options for rating: None, +5, +4, +3, +2, +1, -1, -2, -3, -4, and -5. The "None" option is currently selected.

How Well is Base Covered Rating



The screenshot shows a form titled "HOW WELL IS BASE COVERED?". Below the title is a section labeled "Evidence to Support Your Rating" with a large empty text area. Below that is a section labeled "Rating" with a vertical list of radio button options, each with a corresponding description: +5 Enthusiastic Advocate, +4 Strongly Supportive, +3 Supportive, +2 Interested, +1 Will Go Along, -1 Probably Won't Resist, -2 Uninterested, -3 Negative, -4 Very Negative, and -5 Antagonistic Anti-Sponsor.

You can enter meaningful descriptions for these ratings as desired.

NOTE:

If you are using Funnel ScoreCard®, you do not need to enter descriptions for Ideal Customer Criteria Ratings.

To enter rating descriptions:

1. At the SAM Admin Tool Main Menu, click the **Reference Data Maintenance** link and then click the **Blue Sheet Reference Data**. The *Blue Sheet Reference Data* menu appears.
2. Click the desired **Rating Descriptions** item. The *Rating Descriptions* page appears.
3. Click in the text box next to the desired rating and type the desired description.
4. Repeat step 4 for each desired description.
5. Click **Save**. The descriptions are saved.
6. Open a Blue Sheet and verify the descriptions display correctly.