

RECOVERY & REACTIVATION

Old Lead Database Opportunity Scan

Fixed price: \$149

Format: 7-page sample written report

Delivery: asynchronous

FICTIONAL SAMPLE - NOT A REAL CLIENT

Executive snapshot

BlueStone Outdoor Living, a fictional outdoor living contractor, is used to demonstrate how this service is delivered. Identify which old records are plausibly actionable and which should be excluded.

Primary risk

A usable opportunity segment exists inside the old database

Best next move

Work Priority A first, then measure before expanding.

Evidence reviewed

Old lead export; dates; source; service; last outcome; contact history; suppression status.

What this report does

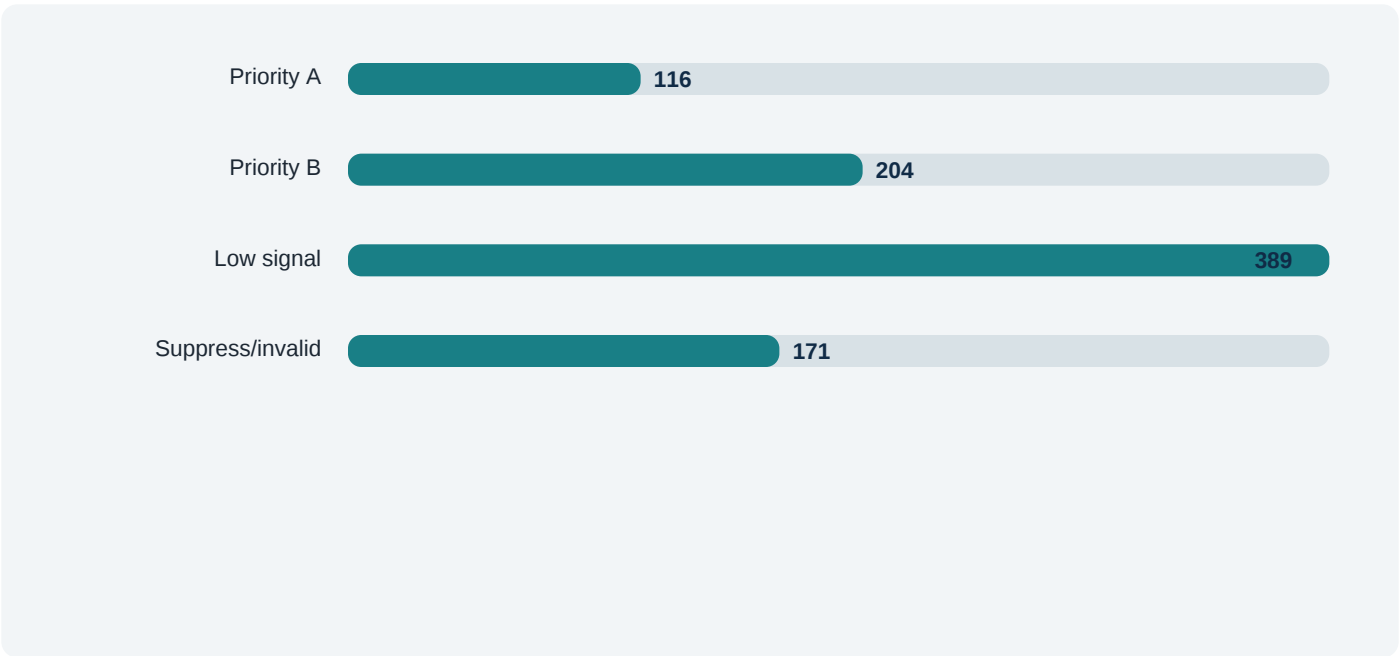
Converts the supplied evidence into prioritized operational actions without inventing ROI or revenue-loss claims.

SERVICE-SPECIFIC ANALYSIS

Current-state review

The sample analysis below uses synthetic records to show the type of evidence this service would evaluate for a real client. The numbers are illustrative, not benchmarks.

Illustrative operating data



Interpretation

Recent known-timing and prior-customer records show the strongest actionable context. Old generic no-response records dominate the database but provide little reason to prioritize. Invalid or conflicting contact information increases in older records.

PRIORITY FINDINGS

What deserves attention first

Priority reflects operational risk and controllability, not a claim about financial impact.

HIGH A usable opportunity segment exists inside the old database

Recent known-timing and prior-customer records show the strongest actionable context.

HIGH A large low-signal pool should not receive equal effort

Old generic no-response records dominate the database but provide little reason to prioritize.

MEDIUM Contactability declines materially with age

Invalid or conflicting contact information increases in older records.

Control implication

The immediate objective is not to add complexity. It is to make the smallest number of controls visible, owned, and repeatable enough that the process can be managed consistently.

RECOMMENDED ACTIONS

30-day implementation rhythm

The sequence below is intentionally limited. Complete the control work in order, confirm adoption, and only then expand the process.

0-7 days	Work Priority A first, then measure before expanding.	Owner / manager
8-21 days	Suppress invalid, opted-out, and known-lost records before any campaign.	Process owner
22-30 days	Use age + reason + prior relationship, not age alone, to rank opportunity.	Manager review

Operating rules

- Assign one accountable owner for each action.
- Use a dated next action or review date.
- Measure only fields the team can maintain consistently.
- Do not add software or process complexity unless the current controls are actually being used.

NEXT-STEP ROADMAP

What to maintain, what to revisit

MAINTAIN	Keep the controls that are already producing reliable visibility. Do not change a working control simply to make the process look more sophisticated.
REVISIT	Review the high-priority finding after 30 days with the same evidence definition used in this report.
STOP / CLOSE	If the control is stable and the underlying question is answered, no additional paid service is required.
ESCALATE ONLY IF EVIDENCE SUPPORTS IT	A different service is appropriate only when a separate operational problem becomes visible outside this report's scope.

Limitations

This sample is illustrative. A real report would use only client-supplied or client-approved evidence, state any missing fields, and avoid unsupported conclusions.

MANAGEMENT CONTROL

How to keep the improvement visible

1

Owner

One named person is accountable for the control.

2

Evidence

The control has a field, report, queue, or record that can be reviewed.

3

Trigger

A clear threshold tells the team when intervention is required.

4

Cadence

The control is reviewed often enough to prevent silent aging or drift.

5

Close rule

The team knows when a record or exception is complete.

IMPLEMENTATION CHECKLIST

30-day owner checklist

- ☐ 1. Work Priority A first, then measure before expanding.
- ☐ 2. Suppress invalid, opted-out, and known-lost records before any campaign.
- ☐ 3. Use age + reason + prior relationship, not age alone, to rank opportunity.
- ☐ 4. Review exceptions at the agreed cadence and record unresolved blockers.
- ☐ 5. Compare the same operating measures at the end of the 30-day period.
- ☐ 6. Close the initiative if the control is stable; continue only if the evidence shows a remaining problem.

Sample-report integrity note

No result shown here is a claimed client outcome. The purpose of this sample is to demonstrate report structure, analytical depth, visuals, and actionability.