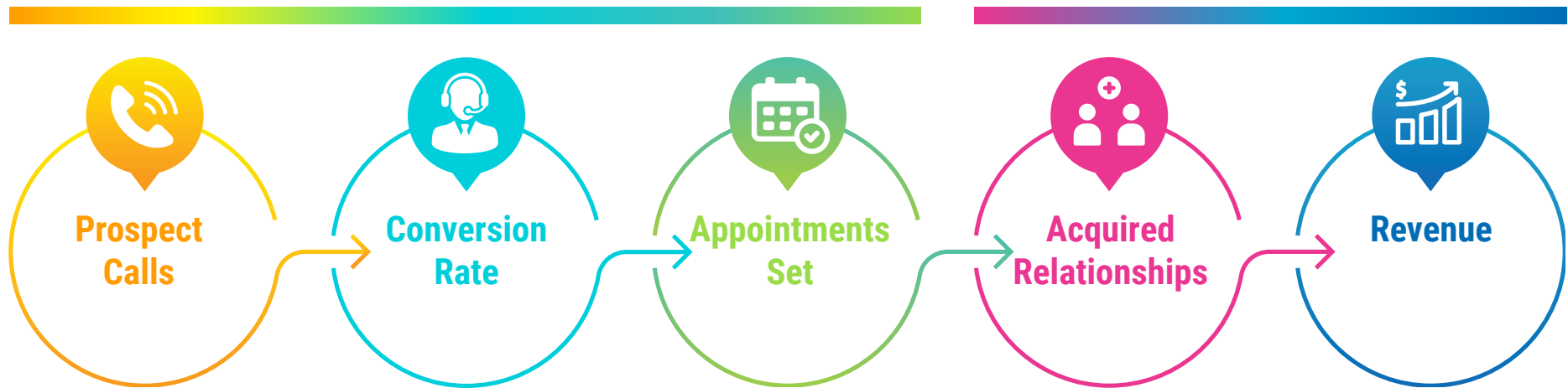


Leading Indicators

Lagging Indicators



Leading indicators are metrics that predict future performance. CallSource provides you leading indicators toward your new client acquisition and revenue outcomes.



Lagging indicators, such as revenue earned, cannot be controlled. Lagging indicators tell you what has already occurred. It is too late to change those results.



Leading indicators provide insight toward future results. Improving leading indicators improves outcomes (lagging indicators).



Increasing revenue by acquiring new clients requires setting more appointments.



Setting appointments requires generating a marketing response (prospect calls) and efficiently setting appointments on those calls (conversion Rate).