

SHELeads India

A practical, downloadable template for women entrepreneurs.

CRM Using Google Sheets

A ready-made lead tracker — 4 columns, set up in 5 minutes.

Copy the 4 columns into a fresh Google Sheet, then add one row per enquiry. Update Status and Next Step the moment something changes.

Set up these 4 columns in a new Google Sheet

Column A: Name/Phone · Column B: Source (Instagram, WhatsApp, Referral, Google...) ·
Column C: Status (New, Interested, Negotiating, Won, Lost) · Column D: Next Step · Column
E: Follow-up Date

Example row (filled in)

Priya, 98765xxxxx | Source: Instagram | Status: Interested | Next Step: Send price list |
Follow-up: Fri, 12 July

Blank rows — copy this pattern for each enquiry

Name/Phone: _____ Source: _____ Status: _____ Next Step: _____
Follow-up: _____

Blank rows — copy this pattern for each enquiry

Name/Phone: _____ Source: _____ Status: _____ Next Step: _____
Follow-up: _____

Blank rows — copy this pattern for each enquiry

Name/Phone: _____ Source: _____ Status: _____ Next Step: _____
Follow-up: _____