

DEFINING QUALIFIED LEADS

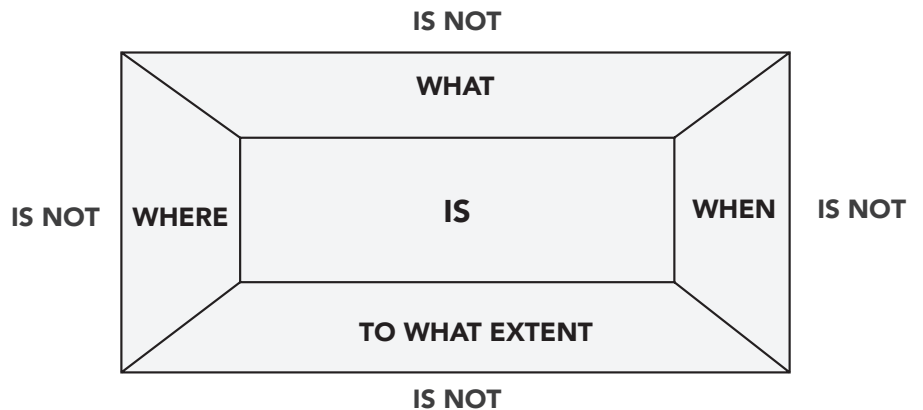
Predictable lead generation is easier when your company has a standard definition of what a “lead” is. Use this worksheet to frame a definition in your organization.

Start with defining the question on the left, “Is your prospect aware of the solution.” When is a prospect considered “aware” of your company and your company’s product or solution? For instance, is a prospect that has been sent 3 emails on the subject considered aware?

		IS THE SOLUTION VALUABLE TO PROSPECT?		
		Minor	Significant	Game Changing
IS THE PROSPECT AWARE OF THE SOLUTION?	Yes	MQL	SQL/MQL	SQL
	No	MQL	MQL	MQL/SQL

If the discussion about defining the line separating “Aware” versus “Not Aware” has trouble getting started, use the Is/Is Not tool to start.

Pick a qualifier, and then ask the Is/Is Not questions to create a definition. For instance, if we’re considering email prospecting, asking “when” helps define awareness. “If they receive an email within 2 weeks of a contact, that IS awareness. If the email arrived 3 weeks before a contact, that IS NOT awareness.



Once Awareness has been defined, start working on defining the difference between prospects perception of your solution/product in their business. We use Minor, Significant, and Game Changer in this example. What puts a Prospect in the Game Changer box versus the Significant box? Use the Is/Is Not tool as a helper.