



Are my leads sales-ready?

The million-dollar question (quite literally for some businesses) is whether or not a lead is sales-ready. Being sales-ready means your lead is ready to have a conversation about buying your product and it can be a short jump from SQL to paying customer.

But how do you know if your leads are sales-ready?

Have your leads been nurtured?

YES

Have you gathered relevant buying intent data?

NO

Intent data is important to understand buyer readiness, without it you risk wasting time and resources. Here are a few things you can do to collect buyer intent.

Have you booked a discovery call?

YES

NO

Discovery calls can be a great way to triage leads based on readiness to buy.

Have you reached out via social media?

YES

NO

Reaching out via social media can be a softer approach to direct calling.

Do you have a sales email sequence setup?

YES

NO

Email sequences are a great way to offer personalised and tailored messaging.

NO

Lead nurture is critical in building a relationship with your leads. Failure to do so means your sales team could get in touch too early and risk jeopardising the whole relationship.

YES

Do you have predictive lead scoring* in place?

YES

Do you have a clear idea of what different scores mean?

YES

Use your predictive lead scoring model to monitor behaviour, assign scores and prioritise leads accordingly.

NO

Work with your sales team to define your scoring criteria, including at what point an MQL becomes an SQL.

NO

Is this something you can implement in the future?

YES

NO

Excellent! It's worth making this a priority to help streamline operations and reduce manual work.

Outline how you plan to analyse and implement intent data to create a lead prioritisation model

*Predictive lead scoring collates both historical first-party data and third-party intent signals from external sources to assign scores based on company fit and likeness to convert. Using machine learning, it's able to predict which leads are most likely to turn into high-value customers with a greater degree of accuracy and precision than traditional manual lead scoring models.

We listen, we understand, we deliver