



## How to qualify sales leads

A quick assessment that lets you choose which sales to pursue.

Many young companies begin by chasing every sales opportunity that exists, but as the business grows a need exists to become more focused on which work you want to win. Good qualification reduces effort and increases success rates. Some forward thinking organisations charge their salesman for each proposal cycle – which certainly focuses the mind concerning which leads to follow through.

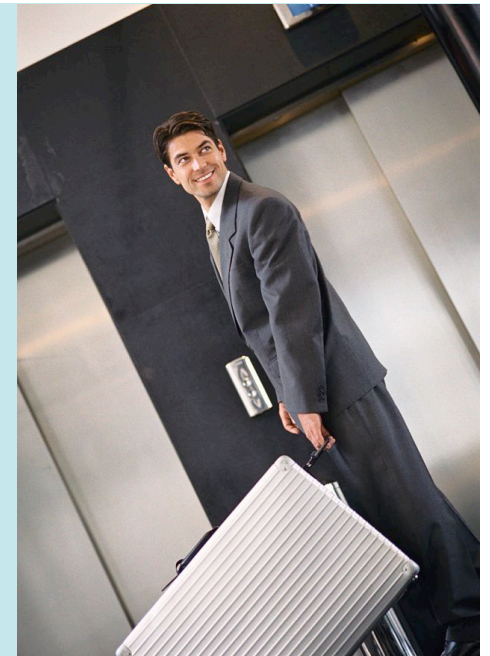
It is generally considered that the advantages out way the disadvantages, but it is always worth breaking the rules on some occasions, going for an opportunity that may seem an unlikely candidate to win.

### Advantages

- ❖ Reduces time and resources wasted on lost bids
- ❖ Increases the percentage of bid wins
- ❖ Develops a clearer understanding of the prospects desired need
- ❖ Minimises time wasters
- ❖ Identifies the individuals
- ❖ Provides competitor insight
- ❖ Provides long-term insight into the prospect business

### Disadvantages

- ❖ Danger of missing out on some opportunities
- ❖ May remove “Gut feel”
- ❖ Network / contact growth is reduced, fewer people see you at work
- ❖ Reduced learning, about new sectors and industries
- ❖ No opportunity to practice in situations where there is nothing to loose
- ❖ Reduces knowledge of the competition



Use this check list to determine whether this is a good opportunity to pursue

		Y/N
1	❖Do we already work in this prospects sector, or have determined we want to?	<input type="checkbox"/>
2	❖Is there evidence the prospect has the budget for the work?	<input type="checkbox"/>
3	❖Do we rate our chances as greater than 33% ?	<input type="checkbox"/>
4	❖Do we have a "Coach" (friendly contact) within the prospect organisation? (95% of winning bids have one!)	<input type="checkbox"/>
5	❖Do we know the "Economic Buyer"? (The one individual who will be required to give approval)	<input type="checkbox"/>
6	❖Do we have the time and resources to do the bid process justice?	<input type="checkbox"/>
7	❖Have we been recommended to the prospect by a known source?	<input type="checkbox"/>
8	❖Can we meet the prospect buying team before starting the proposal?	<input type="checkbox"/>
9	❖Is there future opportunity for this account to grow as a revenue stream for us?	<input type="checkbox"/>
10	❖Is the brief clear and realistic?	<input type="checkbox"/>
<b>Interpreting the result</b>		Add up your "N" total score here <input type="checkbox"/>

Score between 0 & 2: Unless there is a strong reason not too, it would be worth pursuing this opportunity.

Score between 3 & 5: Challenge the rationale, this may be worth pursuing but you need to be clear why.

Score 6 plus: This does not look like a good opportunity to pursue unless you have no other sales or plenty.