Jeffrey AI

my smart sales assistant

A guide to qualifying more sales leads

Jimmi Jakobsen | JeffreyAI | jimmi.Jakobsen@jeffreyai.com

contents

What is a sales lead?

Put simply, a lead is a named individual who has an intent to buy your product or service.

To break this down, the lead has to be 'named' ie you have their name and contact details such as phone and email address. Clearly having more information about the contact is preferable, such as their organisation, job title, role, location.

The more the prospect's 'intent' aligns to your company's offering, the better. A 'like' or 'share' on social media may indicate a very low level of interest, whereas an active sales conversation will allow you to really understand how likely it is that the prospect will convert to a customer.

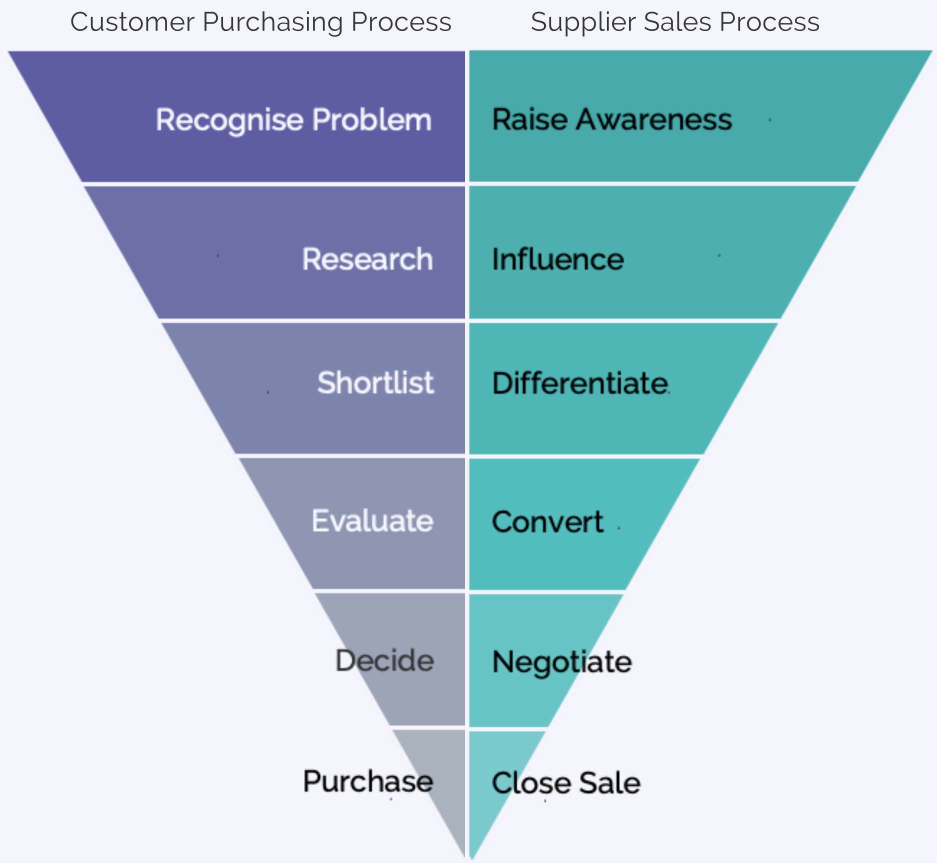
The process of building an understanding of the lead and their intent to purchase is called 'sales qualification'.

Why is sales lead qualification important?

Winning new customers is a two sided process.

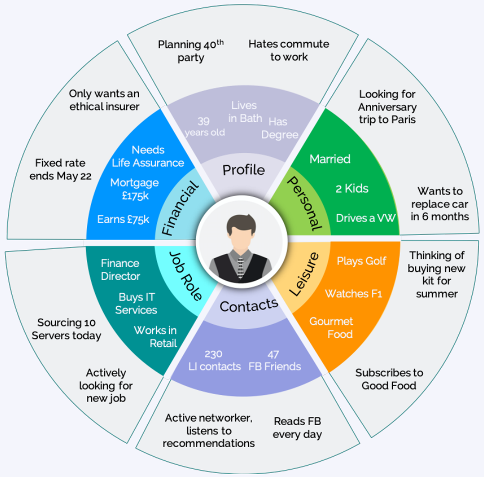
The customer has to assess whether they wish to do business with you and whether your product or service delivers the best solution. Customer's go through a purchasing process, and will filter out products and suppliers that don't fit their needs.

Similarly, companies who sell products and services need to filter out customers who they can not supply at a profit. As more information is found about the customer and their intent, a more informed decision can be made as to whether they will purchase.



How do I find more leads?

In many organisations, finding leads is the task of marketing or business development. Identifying target markets, key sectors and segments is the first stage in finding customers to sell to. Within your target customers, try to develop 'customer personas'.



Personas help your marketing and sales teams to really understand the customer pain points, their challenges and constraints as well as their motivations and objectives.

Personas can really help focus your messages and generate more leads.

Leads can be found through outbound marketing (ie sending out messages to targeted potential customers) or inbound marketing (ie distributing messages to a broader audience and letting potential customers enquire).

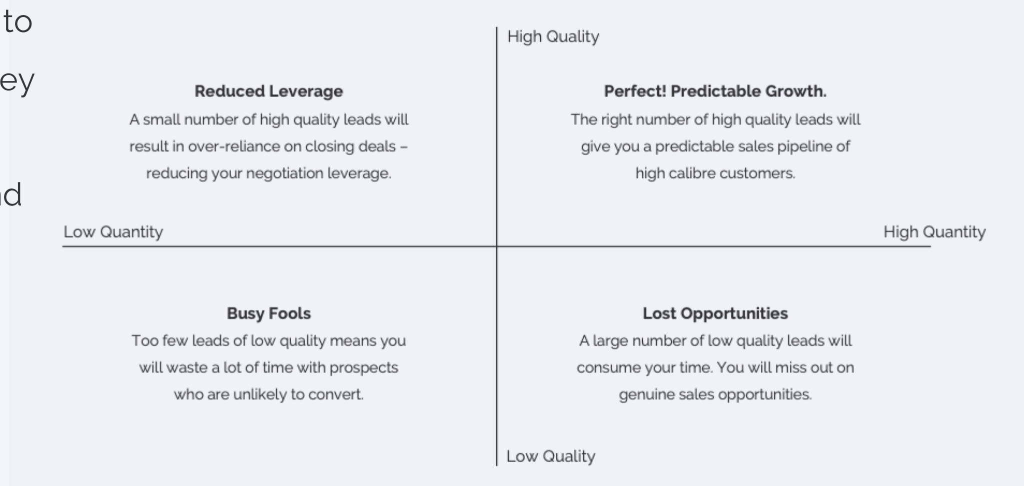
Both approaches have strengths and weaknesses, and for most companies a combination will work most effectively.

Outbound	Inbound
Trying to grab the customers attention	Earning the customers attention
• Email Marketing • Advertising (TV, radio, press) • Online Ads (banners, pop ups) • Direct mail • Telemarketing	• Produce Content useful to the customer • Distribute the content where the customer has given your permission to communicate with them

How do I find better quality leads?

There is always a balance to be struck between the quantity and quality of leads.

Lead 'quality' can be described as having a high likelihood to convert to being a 'good fit' customer. They meet your ideal customer profile, they agree that your solution can address their pain points and you have a good dialogue with the customer. They have the budget, authority and the timescales to fit your needs.



By continually focussing on improving lead quality, you will quickly reduce time wasted with poor 'fit' prospects and Increase your conversions.

Better quality leads are achieved through more tightly defined targeting and thorough sales lead qualification.

Jeffrey AI

What are the most effective ways of qualifying leads?

There are many acronyms to help assess the qualification of a lead. Some will be more relevant to your business than others. Here are just a few.

MAN	BANT	CHAMP	FAINT	MEDDIC
Money – What is the prospects budget? Is the money available & allocated?	**Budget** – What is the prospects budget? Is the money available & allocated?	**Challenges** - What are the real business problems that our solution can solve?	**Funds** - What is the prospects budget? Is the money available & allocated?	**Metrics** – what is the financial impact of implementing this solution?
Authority – Does the prospect have the relevant authority to approve or influence the decision	**Authority** - Does the prospect have the relevant authority to approve or influence the decision	**Authority** - Does the prospect have the relevant authority to approve or influence the decision	**Authority** -Does the prospect have the relevant authority to approve or influence the decision	**Economic Buyer** - Does the prospect have budget authority to approve or influence the decision
Need – What are the real business problems that our solution can solve?	**Need** – What are the real business problems that our solution can solve?	**Money**- What is the prospects budget? Is the money available & allocated?	**Interest** - How important is solving this business problem to the company?	**Decision Criteria** – what criteria will the decision to purchase be based on?
	Timeline – what time frame is the purchase decision going to be made?	**Prioritisation** – How important is solving this business problem to the company?	**Need** – What are the real business problems that our solution can solve?	**Decision Process** – what steps are involved in making a decision t purchase?
			Timing - what time frame is the purchase decision going to be made?	**Identify Pain** – What are the real business problems that our solution can solve?
				Champion – Who in the organization is best placed to influence this decision?

JA Jeffrey AI

What are the best questions to ask?

The key to effective sales lead qualification is to ask open questions which encourage the prospect to share information about their pain points, potential solutions, budgets, decision making process and timescales. This information can help you to identify whether the prospect will be a good 'fit' for your business, or is a poor fit. Below are 25 example questions, but it is essential that you build and continually refine your own 'best practice' questions.

1. What is the business pain you're seeking to solve?
2. How does this problem effect your team and your business?
3. Do you currently have a solution in place?
4. What's prompting you to do something about it now?
5. What's prevented you solving this problem before?
6. What else are you looking at to solve this problem?
7. What happens if you do nothing about the problem?
8. Do you have a budget allocated for this project?
9. If not, when do you expect that you will?
10. How does the budget signoff process work?
11. What are you currently spending on this issue?
12. How would the decision process work with an offering like this?
13. Has your company ever used a product like this before?
14. What hurdles could crop up and derail this project?
15. What challenges do you anticipate in purchasing?
16. What other solutions are you evaluating?
17. How will you measure success?
18. What does solving this problem mean to you personally?
19. Do you think our offering is a viable solution?
21. When do you need a solution in place by?
22. Do you agree that the next step is X by Y date?
23. How can I prove that our solution will help solve your pain?
24. Is there anyone I need to speak to, to get to the next step?
25. Is there any reason why you can't place an order today?

How can I qualify leads more efficiently?

Qualifying leads can be a slow and repetitive process. Customers ask questions which require high quality responses sent in a timely manner. That's where tools such as Jeffrey AI can help.

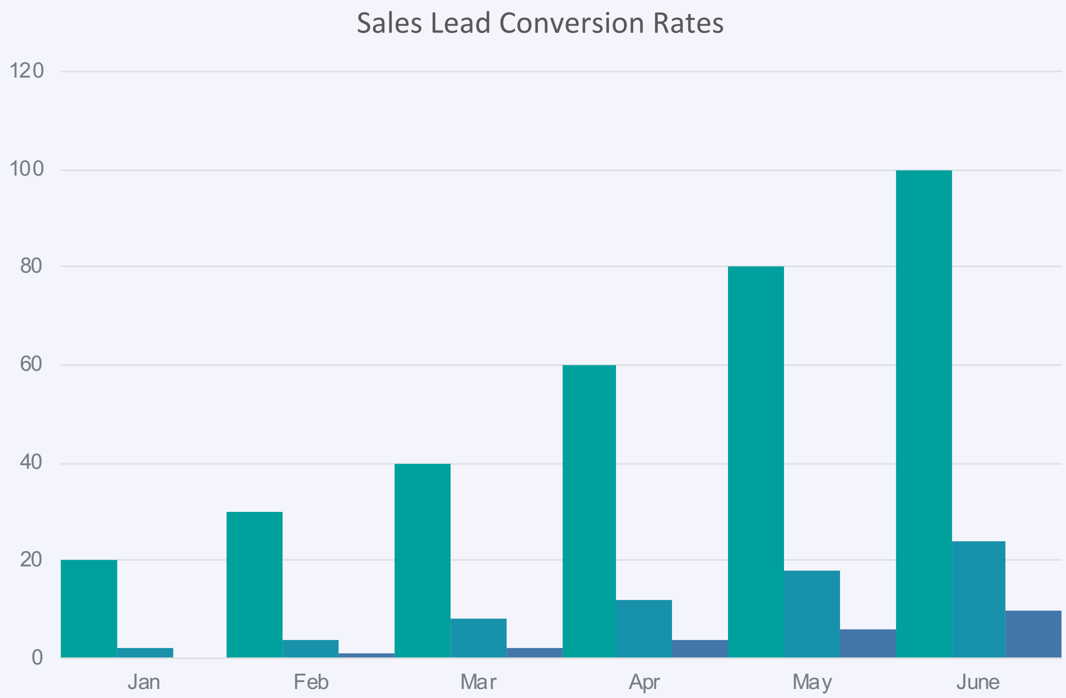
Jeffrey AI

How do I measure lead qualification?

By using Sales AI tools like Jeffrey AI for your sales lead qualification, you'll have a real time view of every contact, lead and conversation so you can monitor which emails work and which don't.

Compare performance across your team to optimise conversions.

Continually refine and improve your lead qualification in order to drive more revenues.



JA

Jeffrey AI

my smart sales assistant

Find out how Jeffrey AI can help you qualify more leads, visit www.JeffreyAI.com