

The Elusive Qualified Lead



How Scoring Can Remove All the Mystery from Prospecting

Investigating the Scene



What is Lead Scoring?

With today's buying process becoming increasingly digital, lead scoring allows organizations to quickly and efficiently identify the engagement level of a prospect. An organization's scoring matrix establishes a methodology that can identify when a prospect becomes a marketing qualified lead and then when that lead crosses over to become sales ready.



Why use Lead Scoring?

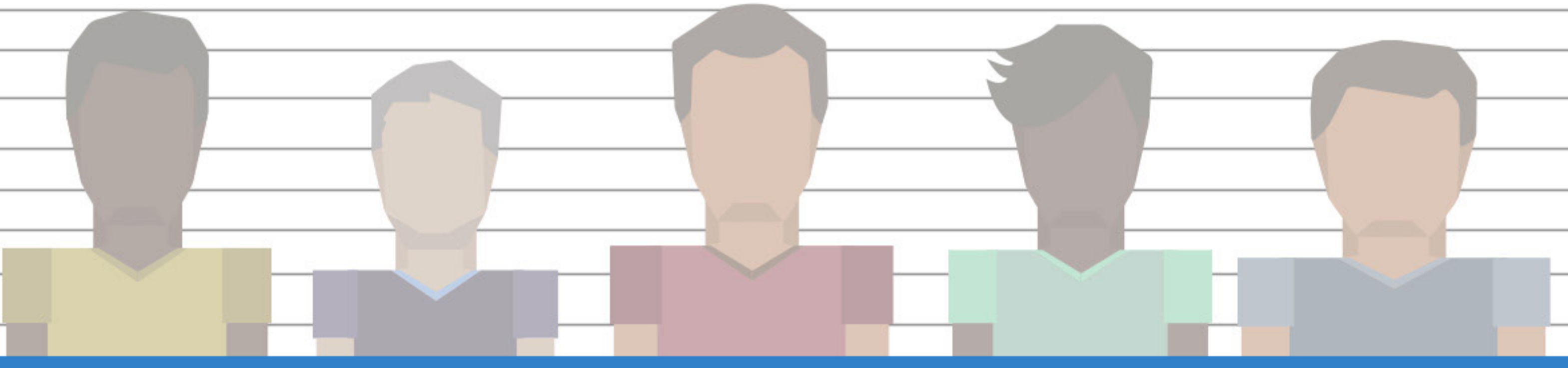
Lead scoring allows organizations to create a tighter alignment between marketing and sales, which in turn increases the efficiency and effectiveness of both teams. Armed with a clear understanding of what characteristics and activities matter most, marketing is able to target its programs to a more-receptive audience. As the leads are passed to sales, the team places its focus on quality instead of quantity.

CAUTION CAUTION The Usual Suspects CAUTION CAUTION

Becoming an Expert Profiler

By clearly understanding your target audience — demographics and firmographics — an organization can begin the search for the elusive qualified lead in its own CRM. Assigning points based on the data will highlight the prospects that are the best fit while weeding out the ones that don't match the target profile.

Start Scoring	Title	Helpful Hints	Know Your Audience: Clear buyer personas should be in place for this process.
	Department		Go Negative: Don't be afraid to subtract points for characteristics that signify a poor fit.
	Industry		
	Location		
	Annual Revenue		
	Company Size		



In Hot Pursuit

On The Digital Trail

Once a clear understanding has been established for the target audience, the next step is to track the digital footprints left by the prospects. Through monitoring what actions are taken and what levels of engagement the lead has with the material, organizations are able to better understand how "sales ready" the prospect is.

Getting Started: A Simple Scoring Matrix

When setting up the matrix, give less weight to low-level activities such as opens or clicks and more weight to high-level activities such as a form fill or specific page views that indicate buying behaviors.

Opens +1	Clicks +2	Page Views +3	Form Fills +5

Case Closed

With a solid scoring matrix in place, the elusive qualified lead isn't so difficult to capture after all. By turning data and activities into a meaningful score, both marketing and sales are able to react to a lead based on fact instead of simply instinct or assumptions.

Just the Facts

A successful scoring program entails marketing and sales coming together to define and agree upon the ideal prospect. Both teams must buy into the process. Start small to demonstrate the benefits and ultimately get the buy in.

- A scoring matrix is nothing without a process behind it. Define what the numbers represent at each stage (cold, warm, hot) and what actions should be taken at that stage. Leads should be assigned. Alerts should be sent. And appropriate nurturing and follow up should be in place.

- Seldom will an organization create its scoring matrix perfectly the first time. This exercise should give insights into what is believed to be a good lead versus what really is a good lead. Monitor your matrix and discuss the lead quality it is producing. Don't be afraid to revise.

