

# Qualifying a Lead

**The Challenge:** Sellers waste time on unqualified prospects, leading to high levels of unproductive activity. Result: Low deal size and weak close rates.

**The Goal:** Sellers adopt an outcome-based qualifying method, enabling them to differentiate between low- and high-potential leads, boosting sales results.

## THE MINDSET SHIFT:

From:

To:

**Focusing on achieving activity targets**

**Focusing on effectiveness and outcomes**

**Working from gut feel to decide which leads are worth pursuing**

**Applying a set of criteria to evaluate leads**

**Reactively pursuing urgent or easy leads**

**Proactively organizing your time ensure the largest sales impact**

## IMPACT MAP

### KNOWLEDGE

- Understands which criteria to apply to evaluate a lead and knows why they are important
- Knows when to stop pursuing a lead

### BEHAVIORS

- Assesses the customer fit with the offerings
- Incorporates an assessment of the customer's willingness to change

### LEADING INDICATORS

- Low-potential leads quickly disqualified
- Pipeline shows larger deals
- Higher close rate

### BUSINESS OUTCOMES

- Increase consistency in forecasting and meeting sales targets
- Increase average deal size
- Increase overall sales

## MICRO-VIDEOS

- Why a Lean Pipeline Maximizes Sales
- Qualifying: How 'Confirmation Bias; Skews Your Judgment of Who Will Buy