1. What are your top five lead qualification criteria?

Understanding what a qualified lead looks like is important for a couple reasons: (1) You will know who you should be talking to and be able to tailor your messaging and content appropriately. (2) You will have a better understanding of why sales is or is not turning your leads into opportunities, which allows you to adjust your definition of a sales qualified lead and/or scoring system accordingly.

2. Of the marketing-generated leads you've interacted with in the last month, what percentage would you consider to be qualified leads based on this criteria?

- **0-25%**
  That's not ideal. Are you targeting the right audience with your messaging? Do you know who your buyers are? Is your sales team reaching out before the lead has been sufficiently nurtured? Marketing automation features like website visitor tracking can help you understand what content is actually leading to conversions and what isn't working at all.

- **26-50%**
  Not the worst, but room to improve. If you're scoring your leads, make sure your scoring criteria reflects the responses given in question number one and that you're requesting this information on forms throughout your website. Remember, scoring isn't just about engagement but also qualifying demographics and business characteristics. If you're not scoring, you can still assess your content to see what's resonating. The next question will help you do that.

- **51-75%**
  Not much to complain about here. You're probably doing a pretty good job with targeting the right prospective buyers, tailoring your content and messaging, and timing your handoff to sales.

- **76-100%**
  Whoa. You should probably write a book on what you're doing and distribute it to everyone you know. Great job!
3. Have you noticed any patterns in the marketing offers that strong leads engage with? For example, do you notice that many strong leads have downloaded a particular eBook or attend webinars?

**Yes**

The idea here is to understand what content is attracting your ideal buyers so you know how to direct your marketing efforts. Strong leads gravitate toward webinars? Do more webinars. Strong leads keep downloading that eBook on domesticating mountain lions? Maybe that's an angle that really resonates with your audience, or you're promoting it through better channels than your other content.

**No**

This answer could mean three things: (1) Your sales team doesn't have good insight into the content leads engage with; (2) Your sales team isn't looking at that data if it is available and may be missing opportunities to tailor conversations; (3) Your content is performing pretty evenly. If it's the insights you're lacking, consider investing in website visitor tracking software, which can help you see all the content a single lead is engaging with.

4. How well do leads' expectations match what they're receiving? For example, when you get in touch with a lead who has requested a trial or demo--are they aware they made that request?

**Poor**

Take a look at the call-to-action on your landing pages to make sure they are clear and concise. Does any information on the page conflict with your call-to-action? If they convert on the landing page, does the information they receive match the expectations set by the landing page? Do you have a single call to action to avoid possible confusion? Another issue may be that sales is reaching out too soon--if the lead opened one email or accessed a third-party research report you've purchased, they're not going to be expecting to talk to a sales rep.

**Average**

Not bad, but you have room to improve. Scour your landing pages and ask yourself the questions in the "Poor" section above.

**Great**

Good job--you're giving leads exactly what it sounds like you're giving them. Your copywriter deserves a slushie.
5. **What are the three most common titles of the decision makers involved in closing your opportunities?**

Why do you need to know this? Targeting, targeting, targeting. Messaging for a CTO is going to be different than messaging for a CMO, which will be different from messaging for a CEO. Where should you be spending the most time custom tailoring communications? Whose head do you need to get into? Additionally, if none of these titles match the criteria given in question number one, that could indicate your sales team is having the most success finding a champion within the organization to sway the final decision maker. The responses to this question could also provide insight into how large your buyers’ organizations are.

6. **How familiar are most leads with our solution the first time you speak with them?**

- **Totally unfamiliar**
  
  Whoa, whoa, whoa. This is cold calling, which is not only a soul-destroying exercise for your reps but also a huge waste of time. Save your sales reps from this misery by employing a better content marketing strategy, mapping content to stages in the funnel for leads to consume. Marketing automation lets you score leads based on how much content they consume and patterns in engagement so sales knows when leads have familiarized themselves enough to have a warm conversation.

- **Vaguely familiar**
  
  They’ve heard of you, but they don’t really know what you do. This could be a good thing if they recognize your brand from all the great educational materials you have sharing, posting, and distributing. In that case, they might be ready for something a little more product-specific from your reps. Otherwise, you might consider further nurturing before handing leads off to sales.

- **Familiar, not ready to buy**
  
  You should be happy with this feedback. It means you have done your job educating and familiarizing the lead with your brand and solution. Make sure your reps are equipped with good competitive insight and comparative resources at this stage because these leads are likely narrowing down their options.

- **Familiar, ready to buy**
  
  If they have enough leads like this to keep busy, your sales reps probably love you. Keep up the content creation and nurturing.
7. What are the top three reasons leads haven't closed in the last month?

Just because someone didn’t close doesn't mean you want to stop communication forever. Take the top three reasons given and build out a nurture campaign for each one. For example, you could have a “Lost to Competitor” campaign that kicks off a few months before the competitor’s contract likely ends. You want to be top of mind when the time is right.

8. Do you have enough information from marketing to do your job well?

Yes
Awesome! Keep up the good work. It's important to communicate with sales so that they can frame conversations appropriately and not come off too much like...a sales person.

No
If your marketing strategy is built around nurturing leads with educational resources, make sure your sales team is able to speak to those topics and apply them to your target buyers' situations. Consider building a sales portal categorized by topic and content type so they can educate themselves and easily access additional resources to pass along to their leads and opportunities. Communicate why you're distributing or posting content and how it addresses your buyers' challenges. Initiate a process for providing links to content for them to share on social to bolster their social selling activities.

About Salesfusion

Salesfusion’s mission is to help marketers attract new opportunities, convert them into customers and nurture them into lifetime relationships. With Salesfusion, some of the best marketers today are not only driving quality leads into the sales funnel, they are automating the lead to revenue process. Salesfusion is more than marketing automation, it is the only lead to revenue platform you will ever need.

Contact Information:
855.238.6522
sales@salesfusion.com
www.salesfusion.com

facebook.com/Salesfusion
plus.google.com/+Salesfusion
linkedin.com/company/Salesfusion
twitter.com/Salesfusion
youtube.com/user/Salesfusionmarketing
pinterest.com/Salesfusion