

Lead Qualification Strategy

What does your organization consider a 'good' lead?
Or the inverse, what's considered a 'bad' lead?

What is a Lead Qualification Matrix?

A lead fit qualification matrix is a business tool to save your team's time and resources by determining whether a lead fits your services or product. This matrix includes criteria that your company looks for in potential customers, such as the leads':

- > Budget
- > Buying power
- > Location- for local services
- > Use case for your service or product

Creating a lead qualification matrix has many benefits for your company, team, and lead, including:

- > Saving salespeople's time and resources by focusing on promising leads
- > Allows for better customer segmentation for a more organized sales funnel
- > Points out valuable leads for targeting
- > Introduces opportunities for lead nurturing

Lake One's Lead Fit Qualification Matrix

Recommended Action: Once you've completed the Lead Fit Qualification Matrix, use it to complete the chart below.

Qualification Indicators	Fit Requirements
What engagements signal leads are ready to talk to sales?	What requirements do all Leads need to meet based on your ideal buyer profile? (Role, org size, budget, etc.)
<ul style="list-style-type: none">• [Example: Requested a Quote]	<ul style="list-style-type: none">• [Example: Phone number is known]• [Example: Industry is known]

[Template] Lead Fit Qualification Matrix

	Hand Raisers	Sales Ready	Unready
GOOD FIT			
POOR FIT			

How the Matrix Works:

- > **Top row:** Leads who are a good fit for your company
- > **Bottom row:** Leads who are not a good fit for your company
- > **Hand-Raisers:** A hand-raiser is someone who explicitly asks to talk to sales.
- > **Sales Ready Column:** People who are really engaging with our content.
- > **Unready:** People who aren't so engaged.

Thought Starters

Here are a few ideas to get you started.

- > Do you need to know the company name?
- > Phone number?
- > Industry?
- > How about readiness to buy? How is that quantified?
- > Timeline?