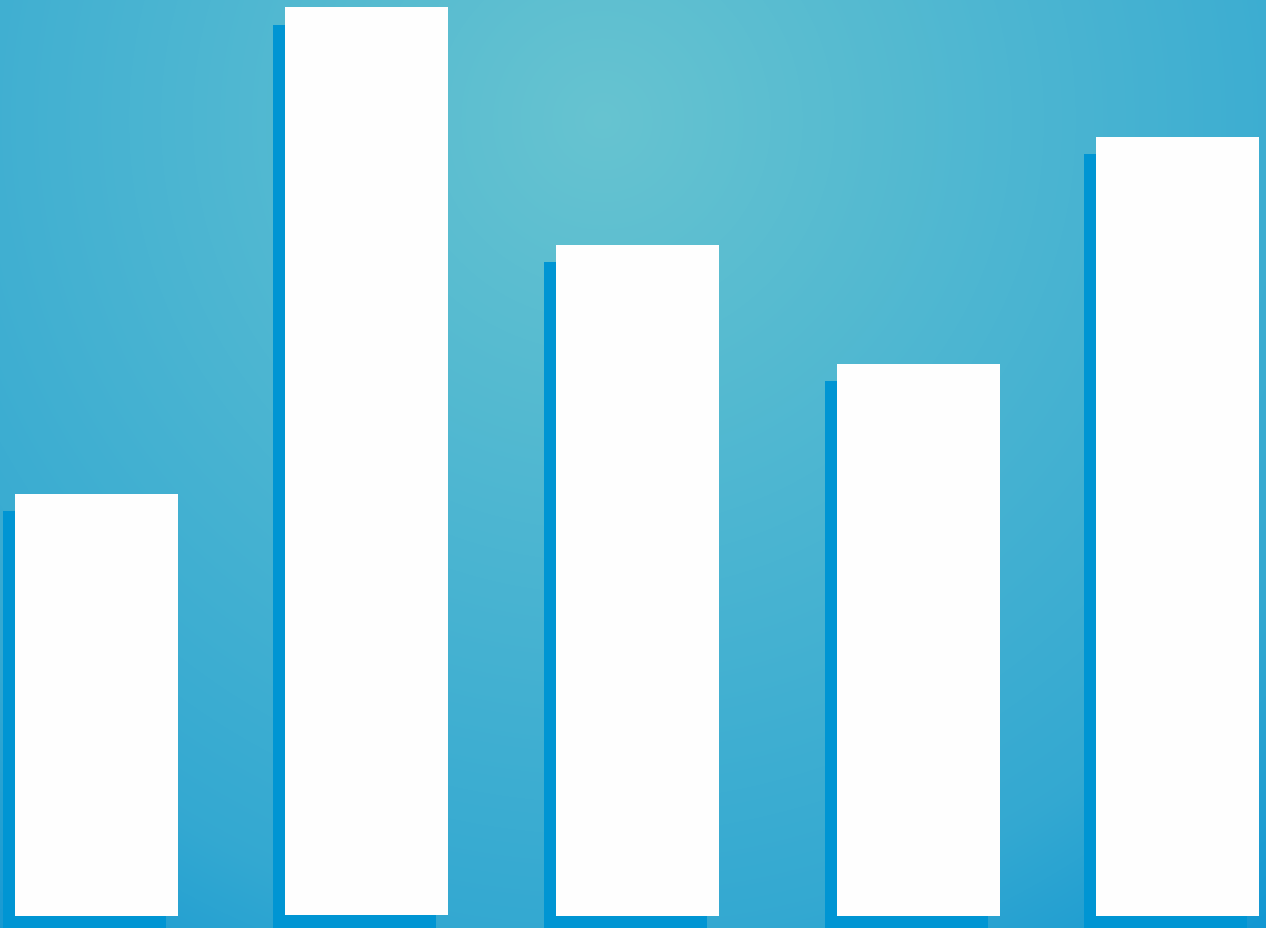


# BEST PRACTICES GUIDE

## THE MATH BEHIND LEAD SCORING!



If you deal with customers, then lead scoring is not an alien term for you. From a petty shop to an MNC, leads are scored in their own manner. Lead scoring is the art of understanding the level of a prospect's interest in you and your interest in the prospect simultaneously.

Study shows that over 90% of the purchases happen with some research in the back end. A smart marketer is the one, who has the ability to capture and nurture his prospect, at the beginning of the prospect research itself.

With time, lead scoring is getting automated, but still the complaints of sales team failing to convert a lead to a customer have not been resolved. Have you ever pondered over the reason behind this?

The reason is simple – sales and marketing teams are not aligned for enough efficiency in your organizational machinery. This is because the sales team parameter of determining a prospect interest doesn't match the understanding of the marketing team. And this becomes the reason for your competitor to take over the lead.

### **Know this before you proceed**

- 25% of your leads are ready to be grabbed. Send this to the sales team ASAP
- 50% of your leads are warm and can be caught. Put them on a nurturing program
- 25% of your leads are cold and can be dropped. Let them go!
- The remaining 25% are fluctuating...

**Remember, with just 10% increase in lead quality, you can increase 40% of sales productivity**

Now that we understand why Lead scoring is important, here is a simple guide on what makes your lead hot and what doesn't!



## Initial calls determine the crucial stage!

- Know the reason behind your lead reaching you. You need to spot the pain point, which made your lead land on you. Then, if you manage to solve the pain point, backed with facts and numbers, your lead qualifies to be hot.
- Explore how powerful your lead is. Know the background, title and see if they belong to the decision-maker category. If you are speaking to someone who is above the manager's post and is powerful enough to make a decision, your lead qualifies to be hot.
- Check on the behavior of your lead. In case, the lead confirms and agrees in positive to talk to you. Your lead qualifies to be hot.
- Never speak for your customer. When on call, be a good listener to understand the lead closely. Never put words in their mouth.
- What is your budget? Wrong question to ask at this stage.

The call is where you decide on the scoring of your lead. If the person you spoke is fit to buy immediately, or is still in the research phase or is not worth wasting your time on.

Updated with actual facts, the lead should be labeled accordingly. The scoring may be termed as A,B,C,D or scored on a scale of 5; or simply hot, warm and cold, according to the company plans. But ensure that the parameters set for each score is communicated uniformly across the entire team.



## Your takeaways!

- Your inbound inquiries are very important. Pay attention in less than 48 hours
- Don't allow your leads to scatter around. Put them all in a single database to avoid any confusion
- Maintain uniformed scoring criteria. Hot means Hot to entire team
- Set up a SLA. A service level agreement optimizes the teams effort
- Send only the qualified leads to the sales team. Never overload them with all that you receive.

**Last Point – Until you score your lead..all your leads are HOT!**

