LEAD FORENSICS

FREE TRIAL

TOP TIPS

HOW TO THOROUGHLY QUALIFY YOUR SALES LEADS

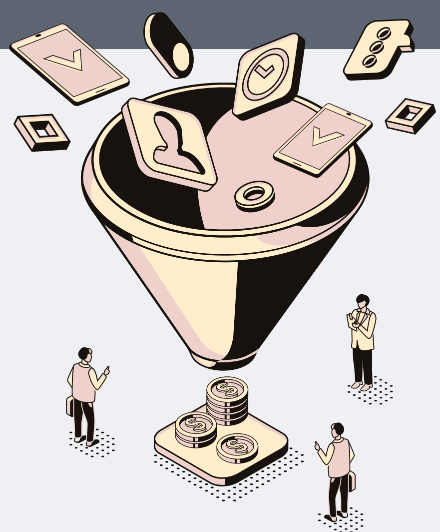
The lead qualification process is paramount to any B2B sales cycle. It ensures your sales team gather all the information needed to effectively, meet the needs of every new business opportunity.

1 DO YOUR OWN QUALIFICATION

Prospects generally hate being interrogated, so instead of asking them for detailed qualifying information, **use their LinkedIn profile and business website** to find some of it yourself. Try to understand their business pain-points, current concerns and relevant contact details, ensuring your first impression is impactful and impressive, not just a string of questions.

2 START WITH BANT

Outlining the key information you need, BANT *(Budget, Authority, Need, Timing)* **offers your team a great place to start** when mapping out questions to ask your sales leads. These elements should indicate the features and benefits to promote when introducing your key product benefits. But asking for BANT details (especially budget!) outright can put leads off...

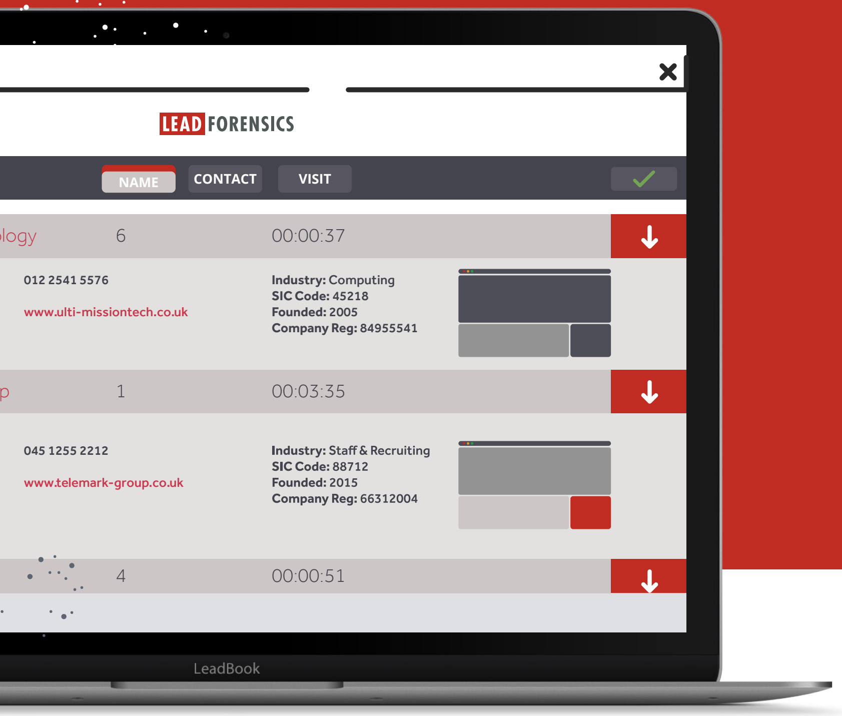


3 TURN TO SPIN

The SPIN technique provides your sales team with the perfect strategy to gain valuable BANT information without asking disengaging upfront questions. Asking about the lead's *Situation, Problems, Implications and Need/payoff,* offers a conversation both parties benefit from. **Your team gain invaluable qualifying information**, and the lead understands how your product can benefit their business.

4. ENRICH LEAD DATA PROFILES

Every sales lead should have a data profile, holding all their relevant qualifying information in a secure, transferable format. **This ensures your team gathers a complete set of qualifying data** and enables other team members to pick up that lead account if the original salesperson is taken ill or leaves your business.



5 USE LEAD FORENSICS

Offering an innovative solution to B2B sales lead generation and pipeline nurture, **Lead Forensics identifies the businesses visiting your website to provide insightful lead intelligence**. From contact details for key decision makers to a detailed history of their every website visit, your team can gain all the qualifying information they need to conduct an impactful follow-up.

LAST YEAR, LEAD FORENSICS CLIENTS MADE OVER $1 BILLION IN REVENUE THANKS TO THE OPPORTUNITIES PROVIDED BY OUR MARKET-LEADING SOFTWARE.

FIND OUT HOW THEY DID IT...

Book your free demo & no obligation trial today!

GET STARTED

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