

Episode 24 - Worksheet

THE ART OF PROSPECTING - Qualifying Leads



Date :

"It's not about having the right opportunities. It's about handling the opportunities right." - Mark Hunter

1. Why is it important to qualify leads early in the sales process, and how can it impact your sales efficiency?

2. What are some key characteristics of an "Ideal Customer Profile," and how can defining this help in the prospecting process?

3. Using the BANT framework (Budget, Authority, Need, Timing), how would you approach a lead who expresses concern about the cost of your services?

4. When assessing a prospect's need, what types of qualifying questions would you ask to identify whether your product or service can solve their problem?

5. How can lead scoring help you prioritize prospects, and what criteria would you include in your own lead scoring model?

Episode 24 - Worksheet

THE ART OF PROSPECTING - Qualifying Leads



Date :

6. What is the main category of client you will be going after and how can you further sub-categorize these clients to enhance your communication, messaging and process.
