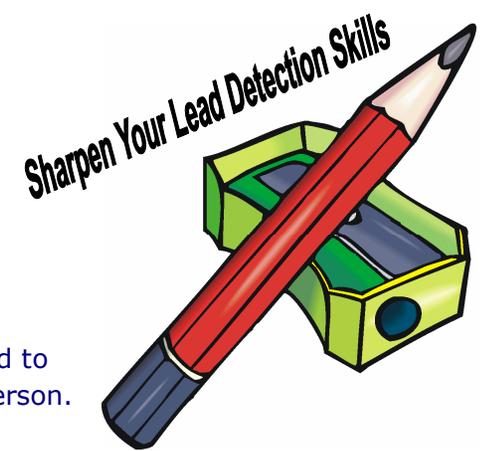


7 Signs of a Perfect Lead

Can you answer YES to these questions? Ask, "Does this lead..."



- 1.) Fit my target audience?** This is an obvious sign and usually an easy one to spot. However, the key is ... do YOU know your ideal target? (Hint: Have a well-defined "Ideal Lead" description. We call this a "Persona." More on that in another whitepaper.)
- 2.) Have the proper position/title?** You know what position/title you need to talk to ... Is it the owner? CFO? IT manager? Marketing person? The key is to get through to that person. (Hint: Your LinkedIn network could help you!)
- 3.) Make decisions easily (quickly)?** A key part of making decisions is in the position/title... but it is also partly in the personality. Identify that personality that is easy to work with... wasting time with a time waster is not fun nor productive. (Hint: After you have had some conversation, and it is appropriate, ask... "How long does it generally take to make big decisions?" This could be a humorous ice-breaker, but it can also be insightful.)
- 4.) Place value on professional advice?** It is critical that your lead appreciates professional advice and views you as a professional. Don't waste your time on people who don't place value on what you offer.
- 5.) Have an open-mind for ideas?** Often the most value comes from your innovation and creativity... Is this lead open to possibilities?
- 6.) Realize that good things take time?** Time expectations should be identified and set ... You be the judge... if someone expects something to happen in short order, are they expecting the impossible? Work with people who have realistic expectations as to what to expect when.
- 7.) Experience any PAIN that I can soothe with your products/ services?** The goal is that you have a solution for a problem(s) that your lead is experiencing... The perfect lead will have one or multiple problems that you can solve for them.

One more hint... If this lead asks about money upfront before any real conversation... that is typically a bad sign. If cost is the only thing they are concerned about, it won't be long before they leave you for someone else!

Want more perfect leads? Call us at (815) 692-3710 for a free 20-minute consultation!