



Sales Lead Success Checklist

by M. H. "Mac" McIntosh

Sales Lead Success Checklist

You've spent a great deal of time, effort and money putting together your sales-lead generation programs. How you handle those sales leads once you get them makes the difference between happy salespeople and new customers or unhappy salespeople and lost sales.

Here's a checklist of questions to ask yourself to determine if you have the best chance of being successful:

✓ Are you prepared to send requested information immediately?

- Do you know what to send in response to different types of inquiries?
- Do you have electronic versions for those who want the information by email or via downloads from your Web site?
- Do you have adequate supplies of printed materials ready for those who prefer them?
- Do you have the people, systems and processes in place to get the requested information out the door quickly?

✓ Are you prepared to capture all inquiries in a database for ongoing nurturing and qualification efforts?

- Do you have the database ready to go?
- Do you have the data entry people or outside services lined up to get the inquirers into the database?

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✓ Do you have a program in place to “qualify” sales leads before sending them to your salespeople, reps, dealers or distributors?

- Have you agreed with sales management on which questions to ask in order to determine which leads are qualified?
- Have you agreed what information is required to know which sales contacts to route the qualified leads to?
- Are you asking these questions on all response devices?
- Do you have proactive programs in place to contact and qualify your leads?

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✓ Do you have a process in place for distributing qualified leads to sales contacts as they are identified?

- Is it designed to get the leads into salespeople's hands without delay?
- Have you made it easy for your salespeople, reps, dealers or distributors to use?
- Can they access leads over the Internet?
- Does it integrate with their existing contact management or email systems?

✓ Do you have a program in place to nurture or cultivate your not-yet-qualified leads?

Salespeople generally focus on those one-in-four sales leads who are ready to buy soon. However, research shows that three of four sales come from longer-term prospects who are frequently ignored by sales people.

- Does your company have a prospect relationship marketing program in place to keep in touch with these longer-term prospects, using email, fax, mail and phone contacts, until they are identified as being qualified and ready for sales attention?
- Do you know what messages to send as part of your prospect relationship management program?
- Do you know how often to contact prospects with these messages?
- Do you know what offers to use to get them to further identify their needs and situation so you can determine if they are ready for sales?

✓ Do you have a program in place to measure and track the results of your various sales-lead generation, cultivation and sales follow-up programs?

- Can you determine your cost per lead, cost per qualified lead and cost per sale?
- Do you know which lead programs generate the highest return on investment?
- Do you know which nurturing techniques worked and which didn't?
- Can you prove to management that your lead generation programs are paying off in increased sales and market share?

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OUR MISSION IS TO HELP YOU:

- Generate more high-quality sales leads
- Convert more sales leads into sales
- Track, measure and increase your ROI

OUR EXPERTISE INCLUDES:

- Demand generation
- Inquiry Handling & Sales Lead Management
- Telemarketing
- Direct Marketing
- Database Development & CRM
- Outsourcing of Marketing Services

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