

Lead Qualification Checklist

Qualifying leads can save you a lot of time following up and attempting to sell to prospects that aren't a good fit for your company. Although these aren't all or even the most important questions to ask during a discovery call, this checklist can be used to guide you (or your sales team) in obtaining information that can help identify true prospects worth pursuing.

Determine the prospect's needs.

- *What are some of your biggest challenges or pain points?*
- *What are your top business priorities in the next 12-18 months?*
- *Do you have personal objectives that go along with these?*
- *Are you looking for a solution that specifically helps you meet these goals?*

Confirm that your solution is the right fit.

- *Has your company ever considered/used a product/solution like this before?*
- *How do you expect this product/solution to make your job easier or more efficient?*
- *Have you considered other options to solve your problems/reach your goals?*

Know the prospect's budget.

- *Has a budget already been established for this?*
- *How much are you looking to invest in a new solution?*
- *What is the approval process for a purchase of this size?*

Identify the prospect's influence level.

- *Do we need to include anyone else in our discussion?*
- *Who else would be involved in this purchase?*
- *What concerns do other stakeholders and decision-makers have regarding our product/solution?*

Understand the prospect's timeline.

- *How quickly do you need or want to achieve these results?*
- *Do you have the capacity to implement this product/solution within this timeframe?*
- *Are you evaluating any other similar products/solutions?*

Bonus: Pro Sales Call Tips

- Discussing 3-4 customer business issues correlates with the highest likelihood of advancing the deal to a firm next step (81-85% success rate)
- Top salespeople ask approximately 10 questions about "business issue" topics per hour, compared to average performers who only ask about 6.
- Top-performing reps have a "talk-to-listen" ratio of 46:54 on discovery calls; the lowest performers have a ratio of approximately 72:28. In other words, aim for a natural, balanced, two-way conversation with each prospect.
- Top performers are up to 10 times more likely to use collaborative language ("we") during sales conversations than low performing reps.
- Top performers use confidence-inspiring vocabulary (e.g., "definitely" and "absolutely") in 1 out of 10 sentences; low performers demonstrate such confidence in 1 out of 50 sentences.

Sources:

<https://www.gong.io/blog/deal-closing-discovery-call/>

<http://community.chorus.ai/blog/there-s-no-i-in-closer-how-top-performing-sales-reps-use-language-to-close-more-deals>