

The Beginner's Guide to

Stage & Status

Using These CRM Fields to
Manage Leads

SPEAKERFLOW
speakerflow.com

Introduction

We've all heard from one speaker or another that using a CRM has positively impacted their speaking business. It keeps you organized, helps you stay on top of potential speaking opportunities, and lets you manage your sales, operations, and marketing largely in a single place. All good things, right?

Despite CRMs' usefulness, for many speakers, implementing one in their business can be a daunting idea. From learning how to navigate the tool to understanding the terminology used in it, there's usually a fair amount of information to handle at once.

That said, two of the most basic fields for managing leads in a CRM are "stage" and "status". Even if you're worried about getting overwhelmed, these fields are a great way to ease into using a CRM. In this guide, we'll break down what each field means and how you can use them to organize your leads and contacts. We'll also cover examples of each stage and status. That way, you can easily translate this directly into your own speaking business.

Please note that this guide applies to all CRMs aside from the SpeakerFlow CRM. SpeakerFlow's CRM has simplified the lead management process by allowing you to separate leads from contacts in a more intuitive way. As a result, the fields it uses vary from the standard CRMs on the market.

But, for other CRM owners, this can help you get your arms around the lead nurturing process to make your sales efforts as efficient and effective as possible. Below are just a few of the CRMs in which you can implement these terms:

pipedrive[™]

 **Infusionsoft**

HubSpot



Less Annoying CRM

 **AgileCRM**



sugarcrm

Lifecycle Stages

Definition of "Lifecycle Stage"

The broadest way to identify the type or quality of a prospect/lead/contact

Types of Stages

Depending on your speaking business, there are a number of stages that are applicable for use in your CRM. Below are eight of the most common stages we've seen, throughout our years of sales experience, for you to use in your own CRM.

"Subscriber"

A subscriber is someone who has subscribed to your newsletter, an email campaign, or other marketing channels that you have at your disposal. They possibly aren't even leads, and could be a collection of non-qualified DM's, audience members, and friends/supporters. This will likely be unused in your sales process for the time being and is typically a contact that's created automatically by something like a form/webhook.

Examples: Someone subscribes or opts-in to your email newsletter

"Lead"

A lead is someone that you have identified as a potential sales opportunity. They have not been qualified directly either through marketing channels or a salesperson, but are on your radar and are possibly being worked/nurtured to get into a conversation.

Examples: Decision-maker identified with SpeakerFlow Intel Engine

"Marketing Qualified Lead"

A marketing qualified lead (or MQL) is an individual that has engaged with your marketing materials either through your website, social channels, or possibly newsletter. They have not yet been qualified by a human, but have taken their own decisive action towards putting themselves in your sales funnel.

Lifecycle Stages

(CONTINUED)

Examples: Someone subscribes or opts-in to your email newsletter

"Sales Qualified Lead"

A sales qualified lead (or SQL) is someone that has been qualified by someone on your team (meaning they've spoken to an actual human being). This is someone that you likely have collected qualifying information about like event date, audience size, or other. Most SQL's quickly turn into opportunities, or might even skip this step altogether depending on how the conversation goes.

Examples: Prospect identified with Intel Engine picks up the phone or answers an email and tells you that they'd be interested in continuing the conversation to hire you as a speaker

"Opportunity"

An opportunity is simply someone that has a deal created for them. They are deep enough into your sales process that you can start predicting the probability of closing, and you've collected enough information that you know that you'd be a good fit. This is someone that is actively engaged and has expressed clear intent on considering you for the gig. If you are a HubSpot user, his Lifecycle Stage will be automatically updated when you create a deal in HubSpot.

Examples: Prospect has divulged all necessary information for you to qualify the event for yourself, and you are now working on getting them into a conversation to make a decision rather than an exploratory conversation

"Customer"

A customer is someone who has paid you money or signed a contract. The deal has been marked as won, and you can add them to your client list. You'll also want to remove the "Lead Status" field that has been assigned to

Lifecycle Stages

(CONTINUED)

this contact since they are no longer a lead and won't be in your typical sales process. That said, it is a best practice to go through your customer list (perhaps quarterly) and cherry-pick some previous customers for referrals or future opportunities. They've paid you once, they'll likely pay you again if you do a great job!

Example: Someone gives you the green light and delivers a signed contract for a speaking engagement

"Evangelist"

Evangelists are often previous clients, but don't necessarily have to be. This is someone who is a champion/cheerleader, will help you close deals by way of reference, and will be sending you business any chance that you get. These are the folks that you want to send a present in the mail every Christmas, and will potentially pay affiliate commissions out to.

Example: John Doe hired you last year, and has since referred you three additional gigs since then.

"Other"

Other is a designation for someone that is in your CRM but will explicitly never be in your sales process. We use the "Other Specification" field to differentiate what type of contact that this is. Some of the options you could select are "Vendor", "Team Member", "Speaker (ally)", or "Speaker (competition)".

Example: SpeakerFlow would be "Other" Lifecycle Stage, would have no Lead Status, and would have "Vendor" under "Other Specification".

Lead Statuses

Definition of "Lead Status"

A more detailed way to identify the type or quality of a prospect/lead

Types of Statuses

Unlike "stage," the "status" field is a much more granular way of looking at a contact in your CRM. This field primarily is used with contacts designated as "lead"s in the "stage" field. Although there are countless options you can use to customize this field to your speaking business, below we'll cover five of the most common status used.

"New"

A "New" lead is a lead that has just been entered into the system and has not yet been researched further, nor has been reached out to to start a conversation. These are the "fresh leads" you can pull from while adding more accounts to your list (can discuss the Account Based Selling model at a later time).

Examples:

- Decision-maker identified with Intel Engine
 - Lifecycle Stage: Lead
 - Lead Status: New
- Form submitted on your website
 - Lifecycle Stage: Marketing Qualified Lead
 - Lead Status: New

"Open"

An "Open" lead is someone that you have moved out of "New" and are likely now researching in order to have a proper sales conversation or to send a compelling email sequence.

Examples: (see next page)

Lead Statuses

(CONTINUED)

Examples (continued):

- Researching decision-maker's company after identifying them with Intel Engine
 - Lifecycle Stage: Lead
 - Lead Status: Open
- Form submitted on website, and now stalking LinkedIn profile to get some "sales ammunition"
 - Lifecycle Stage: Marketing Qualified Lead
 - Lead Status: Open

"In Progress"

A lead that is "In Progress" is someone that you're actively pursuing in order to convert to an initial conversation with you in order to turn into an "Opportunity"

Examples:

- Intel Engine prospect is actively enrolled in a sequence
 - Lifecycle Stage: Lead
 - Lead Status: In Progress
- Initial conversation is had with salesperson and someone who submitted a form. Lead is wanting to make an appointment with speaker once they review video and website
 - Lifecycle Stage: Sales Qualified Lead (SQL)
 - Lead Status: In Progress

"Open Deal"

An Open Deal is a lead that is currently in the sales pipeline.

Examples: (see next page)

- A proposal has been sent to someone after several conversations
 - Lifecycle Stage: Opportunity
 - Lead Status: Open Deal

Lead Statuses

(CONTINUED)

"Unqualified"

An "Unqualified" lead is someone that has communicated with the team and has been DQ'd for any number of reasons (budget, culture-fit, travel, etc). Much like the "Customer" Lifecycle Stage, this is a list that you'll want to periodically look at to see if they can be put into your sales process for a future opportunity (unless qualified for a deal-breaker like a bad culture fit). While building and saving lists, this is a field that you'll want to mark as "Do not include" so that you don't clutter your leads.

Examples:

- After submitting a form, lead tells your salesperson that they only have \$3,500 for an event, and you can't take less than \$7,500.
 - Lifecycle Stage: Marketing Qualified Lead (MQL)
 - Lead Status: Unqualified
- After submitting a form on your site, the "We Hate Babies Foundation" asks you to speak at their annual conference. You don't want to participate for culture-fit reasons and politely decline the offer.
 - Lifecycle Stage: Marketing Qualified Lead (MQL)
 - Lead Status: Unqualified

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

speakerflow.com

Additional Resources

Customer Relationship Managers (CRMs) Mentioned

SpeakerFlow CRM
(top rated for speakers)

AgileCRM

Less Annoying CRM

HubSpot

Pipedrive

Infusionsoft

Additional Sales Tools

SpeakerFlow Intel Engine

[Demo Video](#) for the SpeakerFlow Intel Engine

Additional Resources

"[CRMs For Speakers: The Beginner's Guide](#)" from SpeakerFlow

"[Building A Speaking Business? 7 Systems You Absolutely Need](#)" from SpeakerFlow

"[How To Get Speaking Gigs: The Ultimate Guide](#)" from SpeakerFlow

"[Looking For The Top Speaker CRM? Introducing the SpeakerFlow CRM](#)" from SpeakerFlow