THE LEAD QUALIFICATION PROCESS

QUALIFYING A LEAD FROM START TO FINISH

START

Subscribers are disqualified if they never engage with your content or connect with you more deeply than subscribing to your newsletter or following your social profiles.

SUBSCRIBER

- Anyone that is signed up for your mailing list
- Isn't qualified to do business with you (but can turn into a lead over time)

LEAD

- Anyone prospected or pulled from a list of some kind
- Have not engaged with you or your content
- Needs to show some kind of buyer's intent before you can reach out to them

Leads are disqualified if they never engage with your content or connect with you, or if it becomes clear they aren't a good fit your speaking business (either where values or budget is concerned).

MARKETING QUALIFIED LEAD (MQL)

- Anyone that has filled out a form on your site, booked a preliminary meeting, or expressed interest via email
- Has not yet spoken to you or your team

MQLs and SQLs are disqualified if it becomes clear that they either don't have the budget for your products/services, want to book you on a date you're unavailable, or aren't a good fit for your speaking business.

DISQUALIFIED

SALES QUALIFIED LEAD (SQL)

- Anyone that has engaged with your content, and had a conversation with you or your team about any one of your products or services
- Wants to continue learning more

OPPORTUNITY

- Anyone that has been qualified for time and budget
- Has expressed interest in one or more of your products or services
- Will either become a customer or be downgraded to a lead, if you lose the deal

PROPOSAL
Have sent you the initial plan for their event or what they're looking for

IN DISCUSSIONS
Have met with you at least once to discuss what they're looking for

CONNECTED
Have contacted you but haven't discussed details

NEGOTIATION
In the middle of debating details, price, etc. with you; not yet confirmed

Opportunities are disqualified if you and the decision-maker can't agree on fees, travel arrangements, event details - anything related to your product(s) or services. They can possibly become a lead again for a future event.

VERBAL AGREEMENT
Have verbally agreed to purchase a product or service from you but have not signed anything

CONTRACT OUT FOR SIGNATURE
Has received your written agreement but has yet to sign it (becomes a client when they do)

CLIENT

- Anyone that has purchased a product or service from you
- Can turn back into a lead, if they are a repeat client

EVANGELIST

- Anyone that promotes your products or services after working with you
- Will send leads your way or indirectly engage MQLs because of their positive testimonials or reviews