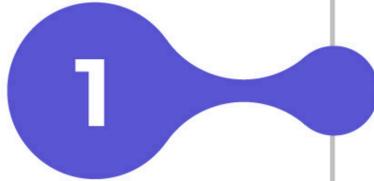


Your Checklist for a Perfect Match: How to Spot Ideal Leads

What's the Origin of the Lead?

Identifying the lead's channel offers insights into their initial interest level.



Where is the Team Located?

Regional alignment helps us gauge operational compatibility.



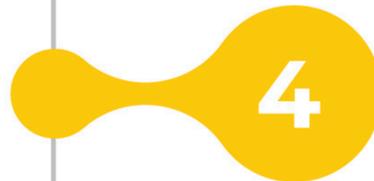
Who's Joining the Call?

Understanding roles on the call offers insights into their decision-making process.



Have They Explored Our Approach?

Prospects who've reviewed our process are often more aligned with our solutions.



Familiarity with Our Lead Gen Strategy?

Prior knowledge signals a motivated and informed prospect.



Company Size on LinkedIn?

Company scale impacts how we customize and deliver our services.



Proven Success in Their Industry?

A track record in similar sectors increases value and success potential.



Is Their Market Focus B2B or B2C?

Knowing their audience helps align our strategy to their needs.



Does Their Industry Fit Our Ideal Customer Profile?

Checking for a strong industry fit ensures focused efforts.



How's Their Online Presence?

High-quality marketing assets, an active LinkedIn, and accessible case studies signal readiness.



Is the Budget \$4,000+?

A sufficient budget allows for impactful strategy implementation.

