

Lead Generation Fundamentals

with Dina Shapiro

Transform leads to customers

Stage in buying process

0 = Lowest qualifier

10 = Highest qualifier

Qualifying Criteria	Example Score	Score	
Company size	7		
Decision-making job title	8		
Budget range	9		
# of forms filled out	8		
# of website pages viewed	9		
	8		Auto-populated average
	0 to 5		Not a qualified lead
	6–7		Too early in buying journey—follow up with lead nurturing
	8–10		Follow up immediately with direct sales contact