



Business To Business By Phone®
4520 Dusik Lane Austin, Texas 78746 USA
800 373-3966 www.michaelabrown.net

Free 10-point Phone Marketing Checkup for Lead Generation and Qualification

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Rate what you do and how you do it. Then add up the points.

1. The calling lists we rent or buy are based on
 - Demographics; e.g., SIC code, number of employees. Zero points
 - Business actions; e.g., moves, mergers, new processes. One point.
 - Affinities; e.g., related purchases, memberships. One point.
2. We get our reps ready to call and then improve their skills by
 - Training and practice. One point.
 - Teaming with another rep. Zero points.
 - Throwing them on the phone. Subtract one point.
 - I don't know. Subtract one point.
3. When on the phone our callers follow
 - Scripts. Zero points.
 - Call/question guides. One point.
 - The data fields on their computer screen. Subtract one point.
 - Their instincts. Subtract one point.
4. Our supervisors and managers monitor calls and coach our reps
 - Every day. One point.
 - When they can. Zero points.
 - Seldom. Zero points.
 - Never. Subtract one point.
 - I don't know. Zero points.
5. In how many seconds can your callers describe what your company does?
 - 5-10. One point.
 - 10-15. Zero points.
 - 15-up. Subtract one point.
 - We're so well known, they don't have to. One point.



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6. What portion of lead generation calls results in substantive conversations?
- Less than 5%. Subtract two points.
 - 5% - 15%. Subtract one point.
 - 15% - 25%. Zero points.
 - 25% - 50%. One point.
 - 50% up. Two points.
 - I don't know. Zero points.
7. What portion of lead generation and qualification conversations results in the prospect taking the next step in your marketing or sales process?
- Less than 5%. Subtract two points.
 - 5% - 15%. Subtract one point.
 - 15% - 25%. Zero points.
 - 25% - 50%. One point.
 - 50% up. Two points.
 - I don't know. Zero points.
8. After the calls, we classify our leads as
- Qualified or not qualified. Zero points.
 - Hot, medium, cool or A, B, C. Zero points.
 - Rated on a point-scale according to agreed criteria. Two points.
 - Whatever our gut and experience say. Subtract one point.
 - We don't classify, we just send them along. Subtract two points.
9. Your level of confidence that your own CEO would accept the kind of calls your reps are making
- Slim to none. Subtract two points.
 - Quite low. Subtract one point.
 - So-so. Zero points.
 - Pretty high. One point.
 - Certain. Two points.
 - I don't know. Subtract one point.



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10. Your level of confidence that your sales channel(s) will act on the leads you produce

Slim to none. Subtract two points.

Quite low. Subtract one point.

So-so. Zero points.

Pretty high. One point.

Certain. Two points.

I don't know. Subtract one point.

Ten points or higher? You're looking good. Congratulations!

Nine or eight? Make the tactical adjustments before your competitors force the issue for you.

Seven or six? Your lead efforts probably are mismatched to your sales requirements and almost certainly under-performing as well. Better make some big improvements. **800 373-3966**

Under six? Stop reading this. Call me right now. **800 373-3966.**

Michael A. Brown helps business marketers conduct profitable, distinctive **Business To Business By Phone®** via consulting and training. Clients include a "who's who" of successful business marketers, from startups to the Fortune 100. He is a featured speaker at the *Direct Marketing to Business* conference and at corporate marketing and sales meetings. Contact Michael in Austin, Texas, **800 373-3966**. www.michaelabrown.net. E-mail is michael@michaelabrown.net

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