

-Prospect Quality Check List- Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

Use this checklist to evaluate the quality of your prospects.

Simply ask yourself these questions regarding the prospects you had encountered recently (or leads, or however you wish to call them)

Checklist:

These prospects answer and react to communications (emails, texts)?

There prospects are reachable on the phone?

These prospects know who you are when you reach out?

These prospects know why you are reaching out? If no, does that interfere in the process of acquiring them as customers?

What is the contact to interview ratio?

What is the interview to close ratio?

What is the cost per lead, and ROI? Meaning how much you earn per 100 leads, and how much you spend per 100 leads?

Do you have sufficient information about the prospects that will be enough to for a sales rep to establish a good first impression and rapport?

Conclusion:

This list is a simple few questions. Answering these questions can give you a good idea of the strengths and weaknesses of your marketing and prospecting strategies.