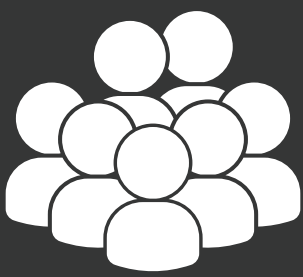




# LEAD SCORING MODEL ESSENTIALS

Effectively progress your sales funnel by focusing on the right leads.

## GATHER DEMOGRAPHIC & FIRMOGRAPHIC INFORMATION



Solidify the foundation of your database and gather as much demographic and firmographic information. Knowing your ideal customer profile is key for strong lead scoring models.

## SELECT THE RIGHT BEHAVIORAL ACTIONS TO PROGRESS A LEAD



Don't score every behavioral interaction. All actions aren't worth the same value. Focus on what you want the lead to do and score that.

## NURTURE, NURTURE, NURTURE



Once a lead moves from an IQL to an MQL, you need to kick your nurture game into high gear. Get personal. Focus targeted content to your leads based on their behavioral interactions.

## PARTNER WITH A LEAD MANAGEMENT AGENCY FOR A MORE FOCUSED SALES TEAM



Lead management agencies focus on the nurturing portion of your sales funnel. Let a partner like Concept focus your sales team on the best opportunities.



START THE CONVERSATION