

Using Lead Scoring to Increase Sales

Crack The Code

Deliver prospects to your sales team when the **PROSPECTS ARE READY TO TALK**

LEAD SCORING

LETS YOU SPEND MORE OF YOUR TIME CALLING PROSPECTS WHO WANT TO BUY WHAT YOU'RE SELLING.

When all other things are equal...

- Your content drives interaction.
- You know where to distribute your content.
- You know your target audience.
- You understand key behaviors.
- You can communicate value.

...a well managed lead scoring program changes the game.

- Drives more actionable leads to sales.
- Engages and excites your sales team.
- Allows for quick action on truly qualified leads.
- Can help multiply net new revenue.

Prospects are given scores based on their profile and interactions with your marketing material.

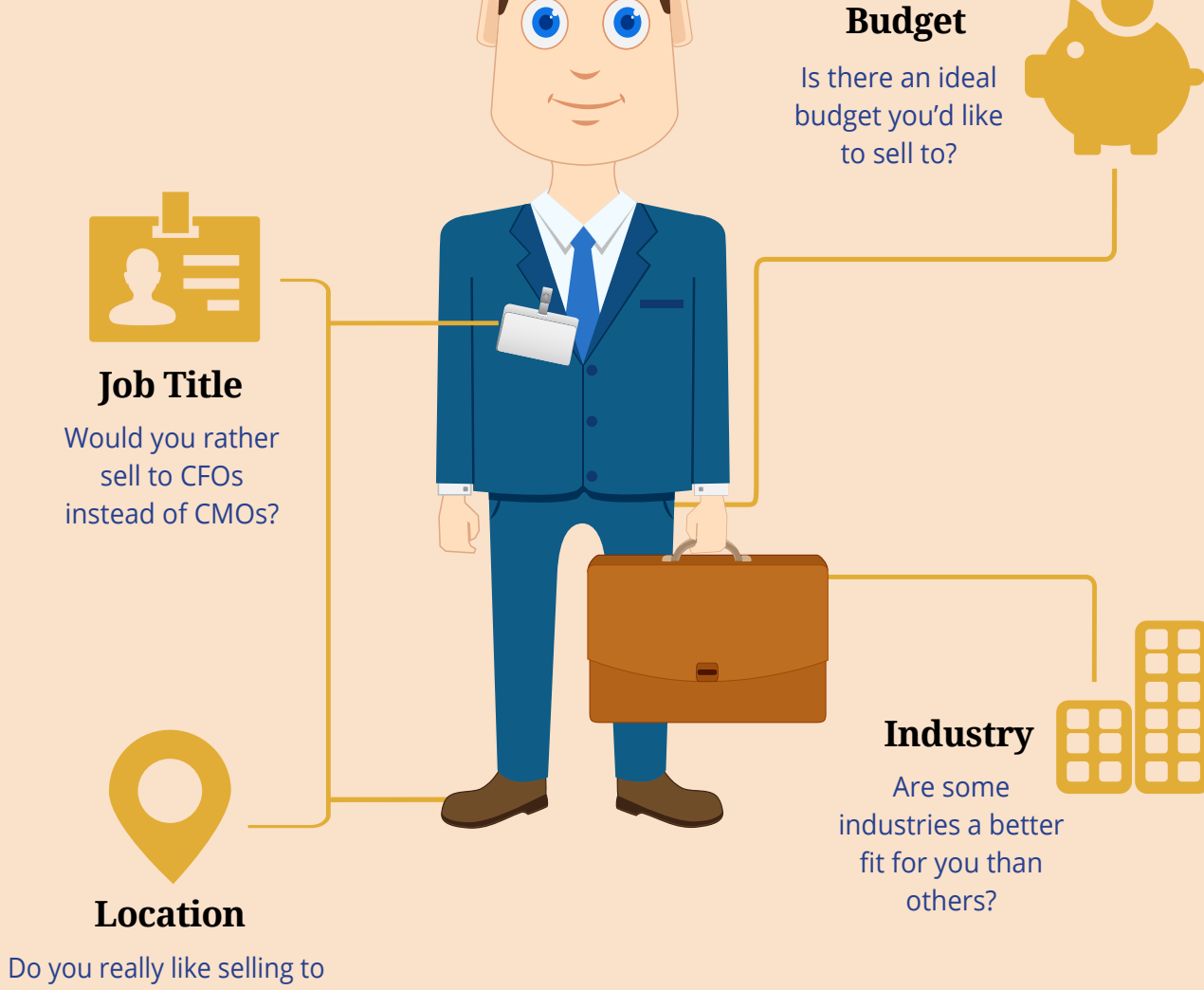
The higher the lead score, the more likely it is that you'll want to call the prospect.

138% The average ROI for organizations using a lead scoring process.

HERE'S HOW IT WORKS

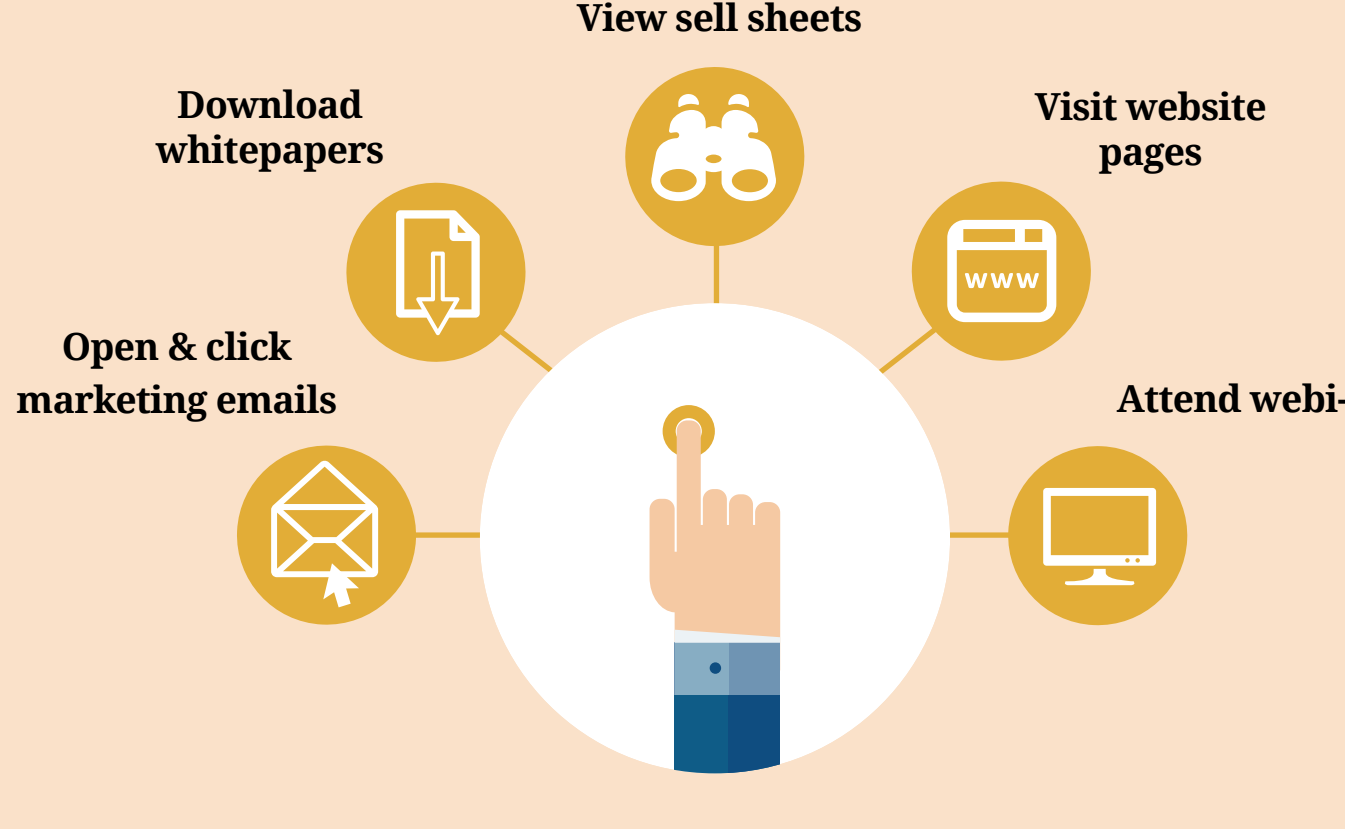
You can assign all of your prospects a base score because of what you already know about them. **You might base it on...**

PROSPECT PROFILE



If there is a certain prospect profile you like selling to more than others, give their lead score a boost before you even contact them. **Lead scoring tracks your prospects as they...**

PROSPECT ACTIONS



...or click on practically anything you send them. The more they interact, the higher their lead score grows, but some interactions are more important than others.

THAT'S WHY FEEDBACK IS IMPORTANT.

THE LEAD SCORING FEEDBACK LOOP



Over time prospects build up lead scores. Once they reach a score threshold you pick, they are classified as a **MARKETING QUALIFIED LEAD.**

- Once someone is classified as a marketing qualified lead—MQL for short—you know it's time to give this person a call.
- Lead scoring delivers your sales team prospects who are **ready to talk, speeding up time to revenue, and multiplying results.**

LEAD SCORING IS A TOOL.

Like any tool, what you get out of it has to do with the knowledge and experience of the person using it. That's why it's important to work with a marketing partner who understand how to:

- Make and publish engaging content.
- Get the lead scoring information into your CRM so your sales reps can make better calls.

With NuGrowth Solutions, you get a marketing team that can produce engaging marketing content but also knows the importance of getting that content in front of the right prospects and implementing lead scoring programs to make your sales team more effective. **To learn more, visit: www.NuGrowth.com**

