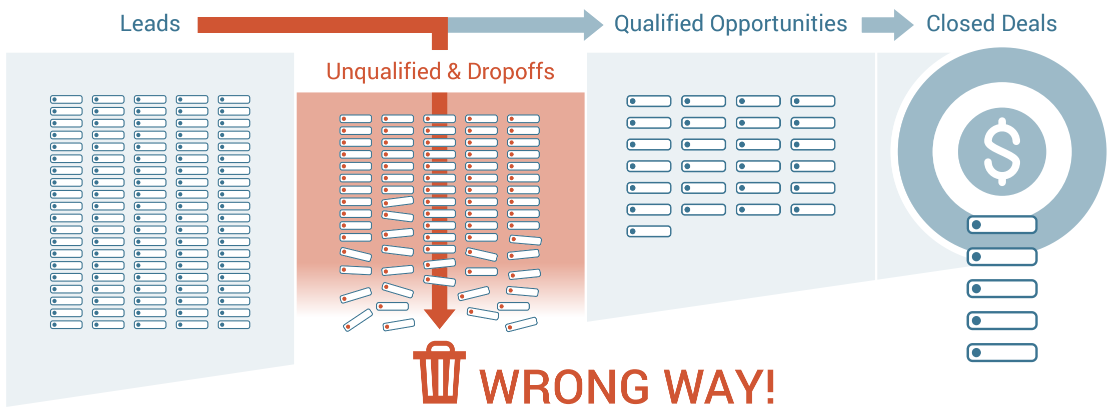
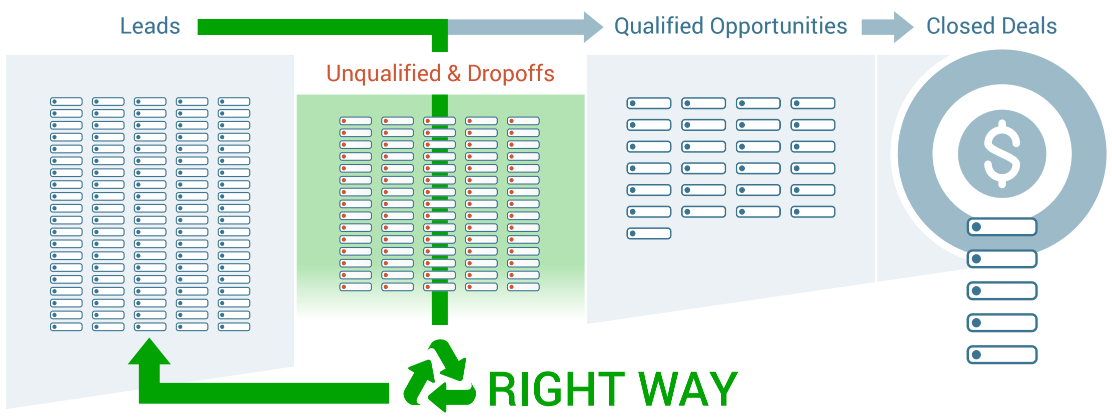
# Managing Leads and Opportunities

## As Leads become Opportunities and move through your sales process, are they getting the right kind of attention? Use this questionnaire to make sure they go all the way to Close!

Interestingly, some organizations are still running Leads in a rough-and-tumble way: a Lead comes in, it is thrown over to a sales rep, and the rep is either able to turn it into an Opportunity or not. If not, it is tossed by the wayside.




At the other end of the scale, Leads are carefully qualified and only make it to a rep if the prospect is signaling a readiness to buy. If a Lead isn't in that category, it is assigned to marketing to nurture along until it is ready – or at least until it's identified as a much hotter Lead. When a Lead is assigned to the rep, it is moved along through a well-constructed sales process made up of precise stages – each measured by accurate metrics.



# Where do you fall in this spectrum?

This questionnaire is a fun way to get you thinking about your Lead and Opportunity tactics and how to improve them. Total up your score, and you'll be able to see where your sales organization stands, and how you might improve.

### 01 How well does your organization define a Lead?

**a)** It's defined loosely, more or less as "someone who may be interested in the product." (0)

**b)** It's defined more precisely, such as "interested in purchase and ready to talk to a salesperson." (2)

### 02 How efficient is the process of assigning a Lead?

**a)** We assign Leads manually. (0)

**b)** We assign Leads through Outlook and CRM. (1)

**c)** We have a process for assigning Leads, but it's a bit complex. (1)

**d)** We assign Leads in an efficient process in our CRM. (2)

### 03 With a Lead, where does Marketing stop and Sales begin?

**a)** We don't really have Sales and Marketing alignment. (0)

**b)** Marketing gets the Leads and just turns them over to Sales. (1)

**c)** Marketing nurtures Leads until they're actually interested in buying, at which time they're turned over to Sales. (2)

**d)** Marketing turns Leads over to Sales; for any Leads not fully qualified they are nurtured by Inside Sales Reps. (2)

### 04 How easy is it to track Leads?

**a)** Not easy—they are frequently lost unless they're already hot Leads. (0)

**b)** Somewhat easy—someone can easily follow up if they take the time to do so. (1)

**c)** Somewhat easy—reps can research Leads through CRM or spreadsheets. (1)

**d)** Very easy—a quick look at CRM tells us exactly where the Leads stand, including who's working them and what the progress is. (2).

### 05 Once Leads become Opportunities, how easily can they be tracked and managed by sales reps?

**a)** Each rep knows their own Opportunities and tracks and manages them through their own methods such as spreadsheets. (0)

**b)** Reps track and manage Opportunities through a common spreadsheet. (1)

**c)** Reps track and manage Opportunities through CRM, but CRM is somewhat complex to navigate. (1)

**d)** Reps are supposed to track and manage Opportunities through CRM, but some don't use CRM and instead use their own notes, spreadsheets or methods. (1)

**e)** Reps track and manage Opportunities through an efficient CRM, and keep well on top of sales cycles. (2)

### 06 How easily can Opportunities be tracked by sales management?

**a)** Sales manager must check with each individual rep to find out where things stand. (0)

**b)** Sales manager can monitor a common spreadsheet to see where things stand. (1)

**c)** Sales manager can track and manage Opportunities through CRM, but CRM is somewhat complex and time-consuming to navigate. (1)

**d)** Sales manager can track some Opportunities through CRM, but since not all reps use it the sales manager must still check with each rep individually. (1)

**e)** Sales manager tracks Opportunities through an efficient CRM that all reps use, and can instantly see at all times where sales cycles stand. (2)

## 07 How easy is it to match up needed documents with each sales stage?

**a)** Not at all easy: Documents exist in hard copies only and must be physically located. (0).
**b)** Not that easy; we have to go searching for such documents in separate directories. (1)
**c)** Somewhat easy; we know where they are located and can find them. (1)
**d)** Documents are clearly and easily accessible for each sales stage, right in any sales stage of the CRM (2)

## 08 How dependable is your overall Lead/Opportunity management process?

**a)** Not dependable; Opportunities are frequently stalled, overlooked, forgotten, or lost. (0)
**b)** Somewhat dependable; the important sales make it through, others may fall by the wayside. (1)
**c)** Mostly dependable; with determination we can pull the sale through the process and make it happen. (1).
**d)** We aren't really able to ascertain how dependable it is. (0).
**e)** Very dependable; sales velocity and closing ratios are high. (2)

## 09 How well does your Lead/Opportunity management process utilize social channels?

**a)** It doesn't; reps utilize social media separately if at all. (0)
**b)** Somewhat; reps are frequently using social media separate from the process. (1)
**c)** Quite well; social channels are part of the process and are integrated with CRM. (2)

## 10 How helpful is your Lead/Opportunity management process in revealing problems or bottlenecks?

**a)** Not helpful at all; sales frequently stall and aren't caught until late. (0)
**b)** Somewhat helpful; if we get in and really look we can locate issues, but it's hit or miss. (1)
**c)** Very helpful; we are able to see where sales stall and where there are problems and can quickly rectify them. (2)

## 11 How easy is it to change your Lead/Opportunity management process when needed?

**a)** It can't be changed. Anything new we implement must be done outside of the actual process. (0)
**b)** It can be changed, but with difficulty. For CRM it requires technical expertise. (1)
**c)** It is easily and rapidly changed when needed. It's easy to keep our process current and efficient. (2)

## 12 How accurate are the metrics in your sales stages?

**a)** We don't have metrics in each of our sales stages, just metrics for overall sales. (0)
**b)** We have metrics but they don't really measure real progress through the stages. (1)
**c)** We have accurate metrics for each sales stage and can readily use them for sales and deal management and reporting. (2)

## 13 How are sales best practices shared amongst team members?

**a)** They're not; each rep has their own best practices and keep them to themselves. (0)
**b)** Best practices are shared verbally. (1)
**c)** Best practices are often shared in sales meetings. (1)
**d)** Best practices are shared through email or other written medium. (1)
**e)** Best practices are easily shared in CRM, in each sales stage to which they apply. (2)

# Now add up your score!

You can use the guide below to help you figure out what to do next.

## 1–12

You're surviving, but you really need some help to get your Lead and Opportunity management on track. Your sales closing ratios and sales velocity could be markedly improved, maybe even doubled. We highly recommend downloading a free trial of Pipeliner CRM so that you begin accurately and easily managing your Leads and Opportunities. You might be greatly surprised as to how rapidly and easily it can be done.

## 13–19

You're doing about as well as many companies these days, but there are valuable Opportunities that you are losing simply because your Lead and Opportunity management isn't nearly as accurate and fast as it could be. We highly recommend downloading a free trial of Pipeliner CRM to evaluate how much more successful your sales force—and your company—could be.

## 19–26

Congratulations--you're operating well above the norm! We still invite you to download a free trial of Pipeliner CRM just to see where improvement could be made.

This test is a companion piece to our blog post:
10 Lead Generation Strategies To Explore In Your B2B Organization.