

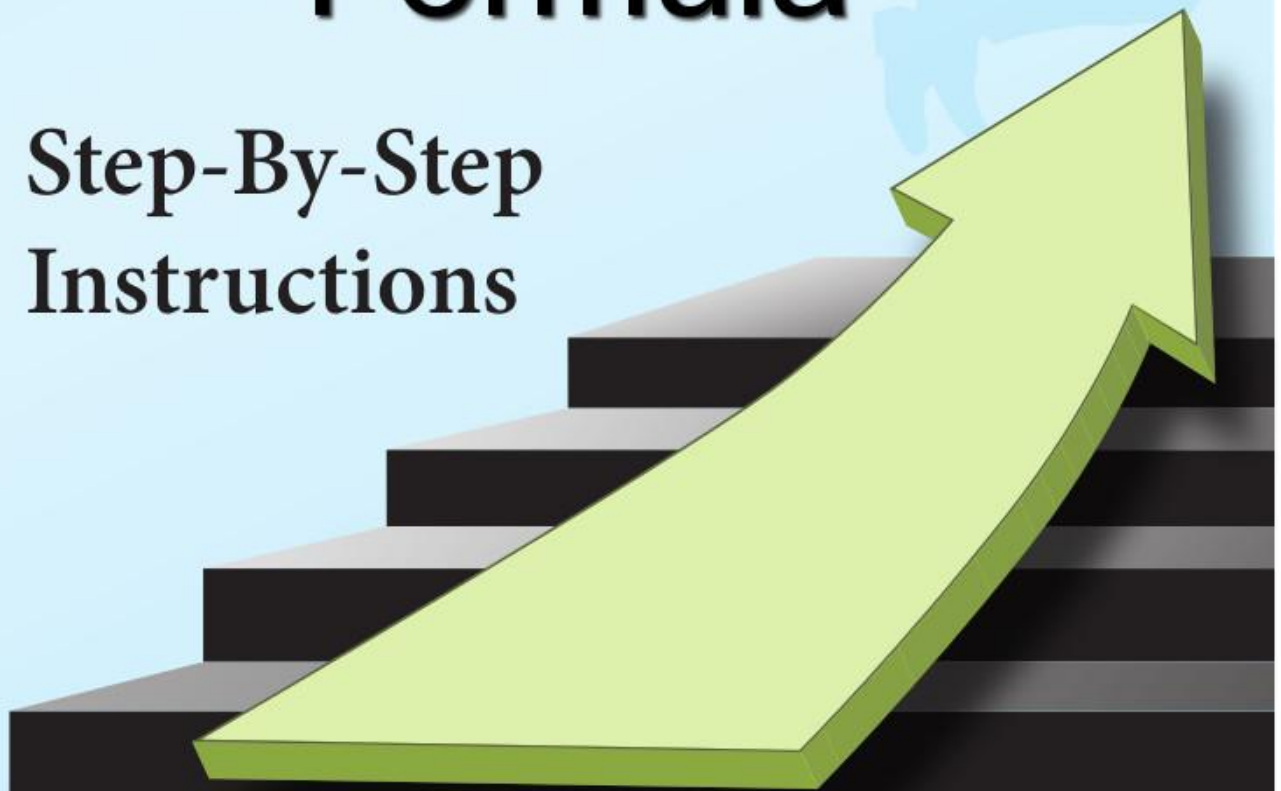
Special Report

Albertson
Performance Group



Lead Nurturing Sales Readiness Formula

Step-By-Step
Instructions



The Sales-Readiness Formula

$$SR = (Ap * Ex) + (Cl * Cr)$$

SR = "Sales-Readiness"

Ap = "Appeal" -- "How much do they WANT it?"

Ex = "Exclusivity" -- Can anyone else provide a similar solution?

Cl = "Clarity" - Can they tell you WHY they want it?

Cr = "Credibility" - To what extent do they believe you can deliver?

That is...

Sales-readiness equals the appeal of your product multiplied by its exclusivity in the market, plus a clarity of the product's value times the value proposition's credibility.

The Explanation...

There's no exact formula for determining if a lead is sales-ready. The best way is to track your leads through a marketing automation and CRM system. With these systems in place, you can determine which behaviors lead to a sale and the optimum lead score that relates to that set of behaviors.

In other words, you'll learn exactly what appeals to them, how to clarify (simplify) your value proposition(s) and the kind of proof you'll need to make your claims credible.

Your lead thinks:

- I understand it.
- I believe it.
- I WANT it.
- And, I can't get it from anyone else but you!

Thus, the goal of a lead nurture sequence is:

1. Clarity: Ensure that the lead UNDERSTANDS what it is and why it's important to them.
2. Credibility: Give them the appropriate and specific details for them to believe what you say. This means specific facts, quantifiable statements, and verification from outside sources.
3. Appeal: Connect their WANT to your PRODUCT.
4. Exclusivity: Establish the fact that you are the ONLY company who can give deliver the goods in the precise way that they want it. The more exclusive you are, the better.



Clarity: "I understand exactly how your solution/product is a fit for what I think I want."



Credibility: "I trust that what you're telling me is true, and I have faith that you can do what you say."



Want/Desire: "I want your product/service. I don't merely need it -- I WANT it."



Exclusivity: "And, I realize that I can't get what I want from anyone else but you."

Working with the Formula

As an example, let's say assume each of the four factors have a value range of 1 to 5 (low to high).

The Best Case:

Clarity = 5 (It takes all of 5 seconds for them to "get" the value)

Credibility = 5 (You've got all the data and outside validation to back up your claim)

Appeal = 5 (They really, REALLY want it).

Exclusivity = 5 (You're the only ones who can deliver).

Simplifying the formula, we get:

$$SR = 5/1 + (5*5) = 30$$

The Worse Case:

Clarity = 1

Credibility = 1

Appeal = 1

Exclusivity = 1

$$SR = 1/1 + 1 = 2$$

How You Might Use This Formula

If your goal is to deliver truly “Sales-Ready” leads, then you want to deliver leads who:

- Understand the value of your product TO THEM;
- Believe that your product can do what you say it does;
- Not simply need the product or solution, but WANT the product;
- And, believe that they can’t get the same quality, value, or product elsewhere.

Use the basic formula to test the leads you’re handing to sales now and then determine what you need to do to get leads to the highest SR value possible.

And, as you’re building out your lead nurture sequence, remember that you must go beyond simply talking about your product. You must ensure that they understand its value TO THEM, that they believe what you say, and ultimately that they WANT your product because they can’t get it anywhere else.