



## Sugar Sell Foundations Webinar Series: Week 1

# Start Smart — The Power of Good Lead Qualification

### Webinar Fill-in the Blank Handout

#### Section 1: Why Lead Qualification Matters

1. The phrase “\_\_\_\_\_ in, \_\_\_\_\_ out” reminds us that poor data quality leads to poor outcomes.
2. Bad data misleads your team, breaks \_\_\_\_\_, and harms the \_\_\_\_\_ experience.
3. Clean, consistent data is the foundation of \_\_\_\_\_, \_\_\_\_\_, and revenue growth.
4. Sugar helps teams by making it easier to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ on high-quality data.

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#### Section 2: What Good Looks Like

##### Qualification Frameworks

5. Lead qualification is the process of determining whether a lead is a good \_\_\_\_\_ and has a real \_\_\_\_\_.
6. Consistent qualification reduces \_\_\_\_\_ and strengthens \_\_\_\_\_ accuracy.

##### Marketing & Sales Alignment

7. A shared MQL definition reduces \_\_\_\_\_; a shared SQL definition reduces \_\_\_\_\_.
8. ICP stands for **Ideal** \_\_\_\_\_.
9. ICPs use firmographic, technographic, and \_\_\_\_\_ attributes to identify high-fit leads.
10. Lead scoring ranks prospects based on the \_\_\_\_\_ they represent to the organization.

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#### Section 3: Lead Scoring Basics

11. Explicit data includes attributes like job title, industry, and \_\_\_\_\_ size.
12. Implicit data includes behaviors like website visits, email opens, and \_\_\_\_\_ downloads.
13. In a typical scoring model, leads scoring above \_\_\_\_\_ are routed immediately to Sales.
14. The LAMBS model stands for:
  - L: \_\_\_\_\_
  - A: \_\_\_\_\_
  - M: \_\_\_\_\_
  - B: \_\_\_\_\_
  - S: \_\_\_\_\_ potential

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#### Section 4: Common Pitfalls

15. A lack of shared definitions between teams creates friction and inconsistent \_\_\_\_\_.
16. Premature handoff results in lost \_\_\_\_\_ and wasted \_\_\_\_\_.
17. Missing or incorrect fields reduce the effectiveness of automation and lead \_\_\_\_\_.



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#### Section 5: Creating a Lead Checklist or Scorecard

18. Lead qualification usually falls into \_\_\_\_\_ to \_\_\_\_\_ core categories.
  19. Examples include Fit, \_\_\_\_\_ clarity, Authority, Budget, \_\_\_\_\_, and Engagement.
  20. A consistency checklist ensures all team members follow the same \_\_\_\_\_ steps.
  21. A scorecard quantifies qualification using \_\_\_\_\_ to reduce subjectivity.
  22. Score ranges guide action. A score of 80–100 means a lead is “\_\_\_\_\_.”
  23. Data completeness fields (like industry and phone number) prevent \_\_\_\_\_ data from entering the pipeline.
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#### Section 6: Bringing It to Life in Sugar

24. Sugar enables you to create custom \_\_\_\_\_, scoring models, and automation rules.
  25. Dashboards help track lead qualification and \_\_\_\_\_ over time.
  26. Sugar Market provides real-time scoring and \_\_\_\_\_ data that syncs with Sugar Sell.
  27. Integrations like Calendly and email/VoIP tools help capture high-intent \_\_\_\_\_ automatically.
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#### Section 7: Operationalizing Success

28. Daily standups help teams review activity, \_\_\_\_\_, and blockers.
  29. Weekly Marketing + Sales syncs ensure alignment on \_\_\_\_\_ and lead disposition.
  30. Monthly cadence includes scoring model calibration and \_\_\_\_\_ hygiene review.
  31. Key KPIs include lead-to-opportunity \_\_\_\_\_, average qualification time, and data \_\_\_\_\_ score.
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#### Section 8: Key Takeaways

32. Lead qualification is the make-or-break moment of your \_\_\_\_\_ process.
33. Good qualification requires consistent \_\_\_\_\_, shared definitions, and clean data.
34. Sugar makes qualification scalable with automation, dashboards, and configurable \_\_\_\_\_.
35. When you start smart, you sell \_\_\_\_\_.