



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 “**garbage** in, **garbage** out” reminds us that poor data quality leads to poor outcomes.
2. Bad data misleads your team, breaks **automate** and harms the **customer** experience.
3. Clean, consistent data is the foundation of **credibility**, **efficiency**, and revenue growth.
4. Sugar helps teams by making it easier to **capture**, **automate**, and **act** on high-quality data.

Section 2: What Good Looks Like

Qualification Frameworks

5. Lead qualification is the process of determining whether a lead is a good **fit** and has a real **need**.
6. Consistent qualification reduces **friction** and strengthens **forecast** accuracy.

Marketing & Sales Alignment

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

Section 3: Lead Scoring Basics

11. Explicit data includes attributes like job title, industry, and **company** size.
12. Implicit data includes behaviors like website visits, email opens, and **whitepaper** downloads.
13. In a typical scoring model, leads scoring above **45** are routed immediately to Sales.
14. The LAMBS model stands for:
 - L: **Looking**
 - A: **Able**
 - M: **Motivated**
 - B: **Believes**
 - S: **Success** potential

Section 4: Common Pitfalls

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

Section 5: Creating a Lead Checklist or Scorecard

18. Lead qualification usually falls into **5** to **7** core categories.
19. Examples include Fit, **Need**, clarity, Authority, Budget, **Timeline**, and Engagement.
20. A consistency checklist ensures all team members follow the same **qualification** steps.
21. A scorecard quantifies qualification using **points** to reduce subjectivity.
22. Score ranges guide action. A score of 80–100 means a lead is “**High Quality**”.
23. Data completeness fields (like industry and phone number) prevent **garbage** data from entering the pipeline.



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Section 6: Bringing It to Life in Sugar

- 24. Sugar enables you to create custom **fields** scoring models, and automation rules.
- 25. Dashboards help track lead qualification and **conversion** over time.
- 26. Sugar Market provides real-time scoring and **behavioral** data that syncs with Sugar Sell.
- 27. Integrations like Calendly and email/VoIP tools help capture high-intent **signals** automatically.

Section 7: Operationalizing Success

- 28. Daily standups help teams review activity, **priorities** and blockers.
- 29. Weekly Marketing + Sales syncs ensure alignment on **MQL-SQL definitions** and lead disposition.
- 30. Monthly cadence includes scoring model calibration and **data** hygiene review.
- 31. Key KPIs include lead-to-opportunity **conversion** average qualification time, and data **completeness** score.

Section 8: Key Takeaways

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