Fire Up Your Lead Quality | Marketing Talking Points

Ready to kick off your meeting with sales on how to improve lead quality but wondering what to say? This document is intended as a free, customizable tool for teams to use to improve lead quality. Use these talking points to guide your conversation and pair it with the **Sales & Marketing Lead Quality Meeting agenda template** to run a successful meeting between Marketing and Sales.

Marketing talking points to set you up for success

Agenda item	Key talking points to cover	Purpose/Goal
Fresh start <5 mins	1. **We know it's not working.** We know that most leads we send are not converting for you. 2. **We want things to change:** we want to provide better leads and need your help to understand what great leads look like for you 3. **We know your time is valuable:** we will strive to keep all of our interactions with you as brief as possible	**Build rapport, trust and confidence that things will be different this time** ● Remember, your sales team has been burned in the past. ● This meeting is about moving forward, not dwelling on the past. Encourage everyone to do what needs to happen to help your company succeed. ● Contrition and humility will go a long way to reset the relationship
Who do you *really* want to talk to? ~15 mins	**1. What does a good lead look like for you?** a. What is their role, title? b. What departments? c. What industries? d. What regions/states/countries? e. If applicable, what products/product lines/divisions are they interested in? f. What else?	**Get them talking so you can confirm your data** ● Ask a lot of open ended questions. The "what else" question is particularly important once you've got them talking, as this is where the real nuggets live! ● Your goal is to get enough information (characteristics & details) so you can reassess what makes a good lead and determine what to

		keep from your current process, and what needs to be augmented
What happens next <5 mins	1. **Process:** Here is what the process will look like: a. marketing will analyze lead data along with feedback from this meeting (2 to 3 weeks) b. develop an initial lead scoring mechanism to weed out prospects who don't meet your criteria c. review with sales 2. **Time commitment:** We will do 90% of the work. Our minimal ask of you is to provide disposition on every lead we provide. Qualify or disqualify with the click of a button. If you are disqualifying a lead, please select a reason 3. **Feedback loops:** We will look at every piece of feedback you provide and adjust the scoring mechanism to reduce rejections. We're focused on a *continuous* and *automated* cycle of feedback and improvement 4. **Address the elephant in the room:** Lead volume will decrease, especially in the short term. But the leads you do receive will be better quality and have higher conversions. 5. **Next steps & timeline:** We can expect to launch within one quarter and then review every quarter thereafter a. 2-3 weeks for marketing to review b. 1 hr of your time to review the analysis c. Ongoing qualify/disqualify feedback on every lead you get	**Communicate clearly next steps, enabling the plan and execution to show the difference** ● Focus on communication, collaboration & building shared buy-in ● Emphasize need for candid feedback on *every* lead in order to really see an improvement in lead quality ● Be realistic and transparent - lead volume will decrease ● Ensure they understand that marketing will be doing the brunt of the work

And there you have it! At the end of the meeting, be sure to thank your sales team for their time. And, if you can, try to finish with 5 minutes to spare. This will earn you extra cred with the team. If you find this document useful, please share! After all, this is all about building collaboration and alignment between sales and marketing.