# OUTLINE

# (Lead Nurturing, Lead Scoring, and the Handoff from Marketing to Sales - Module 4 of 5)

## ACTION PLAN

1. Create your list of **LEAD SCORING CRITERIA** using the Lead Scoring Checklist.
2. Create a list of demographics and buyer behaviors for your **LEAD SCORING PLAN**.
3. **BRAINSTORM** some off-the-wall ideas for your Lead Scoring Plan.
4. **COMMIT** to trying a lead scoring plan. Undoubtedly, your plan will change over time. However, you have to start with a first version.

## CASE STUDIES

• **LEAD SCORING INCREASES COMPLEX SALE BY 79%**

- http://www.marketingsherpa.com/article/case-study/lead-scoring-effort-increases-conversion

• **LEAD SCORING SYSTEM: BELLA PICTURES**

- http://www.demandgen.com/pdf/Bella%20Case%20Study%20v3.pdf

## TOOLS

• Download this huge list of potential lead scoring items at http://www.marketo.com/_includes/wp/resources/wp-content/uploads/2011/07/Marketo_Lead_Scoring.pdf

• Lead Scoring Cheat Sheet http://docs.cdn.marketo.com/LeadScoring_cheatsheet8_15.pdf?version=1

## RESOURCES

• **Lead Scoring Checklist**

  • Huge list of potential lead scoring items to begin your lead scoring plan (PDF)

• **Definitive Guide to Lead Scoring**

  • http://www.amazon.com/The-Definitive-Guide-Lead-Scoring/dp/0982981503/ref=sr_1_cc_1?s=aps&ie=UTF8&qid=1346119139&sr=1-1-catcorr&keywords=lead+scoring

## NEXT STEPS

• Complete the included exercises for this module
• Participate on the weekly implementation call to maximize value of the program