

Qualification Matrix

Find your ideal client with ease

emple



Qualification Matrix



Qualifying our buyers is a crucial part of your sales process and key to a good conversion rate.

It allows us to have better conversations with the people who are most likely to benefit from our offerings, and tailor our marketing activities to find those people.

What is a Qualification Matrix?

A qualification matrix is a systematic tool used to assess and categorise potential clients based on specific criteria. This matrix evaluates various factors such as budget, decision-making authority, needs, timeline, and fit with the company's ideal buyer profile. By utilising a qualification matrix, sales teams can efficiently prioritise and focus their efforts on high-potential leads and in turn increase their conversion rate.

Qualifying buyers allows us to

Focus on the right people

We can ensure that we invest our time and energy in acquiring and converting leads that have a genuine interest and need for what we offer, prioritising those who are most likely to convert into clients.

Connect more deeply with those people

We gain and leverage valuable insights into a potential client's goals, challenges, and pain points. This means we can match our solutions and messaging to resonate with their specific needs to better build trust and credibility.

With these qualifiers in mind, everything from our marketing to our smarketing to our service delivery is targeted to those ideal audiences, and carries those messages.

Not only does qualifying buyers help us close individual deals, it also contributes to building long-term relationships with right-fit clients. These happy buyers are more likely to become loyal advocates, provide positive referrals, and engage in repeat business.

How we qualify our buyers



Our qualifers should include both psychographic and demographic information that makes up our ideal client.

Common qualifiers are:

- Job Title
- Industry
- Company Size
- Location
- Alignment with core offerings and solutions
- Motivations and goals

We take a gradient approach to our qualifiers at emple, choosing to think about four levels of suitability.

For example

Job Title

Ideal	Marketing Manager, Founder, Events Manager
Good	Events Coordinator, Marketing Coordinator
Poor	Operations Manager, CTO
Unsuitable	Finance

This allows us maximum flexibility in our approach and forms the basis for all lead scoring and grading.

F RAME **A** SK **T** ELL

Remember, our FAT structure allows us to FRAME the reason for our question, ASK our question and then share a key TELL that provides information on our offering and aligns our solution to our clients' needs.