

Kinds of B2B Sales Leads

Cold Contacts

Warm Contacts

Hot Leads

Cold Contacts
Referred to as Information Qualified Lead (IQL)
Misnamed because these are not sales leads.

These are top of the sales funnel requests for information. Usually obtained when a name and email address are given in exchange for some form of introductory information in the form of 7 tips, how to do something or a checklist.

This requires an email nurturing campaign to send out a series of emails over time that attempt to entice this cold contact to continue download more information in hopes that they will further qualify themselves to become a warm contact

Moving from Cold to Luke Warm Leads

Cold Contacts

Luke Warm Contacts

Warm Contacts

Luke Warm Contacts
Referred to as a Marketing Qualified Lead (MQL)
Misnamed because these are not sales leads either.

Someone that has previously been a cold contact now downloads content that is specifically about your product or service. This triggers a new set of emails to nurture the contact closer to a the next stage in hopes of becoming a real sales lead.

To entice the prospects at this stage testimonials, free demos, consultations, trials, discount coupons, are usually offered to entice the contact to the next stage of interest.

Moving from Luke Warm to Warm Contacts

Cold Contacts

Luke Warm Contacts

Warm Contacts

Warm Contacts
Referred to as a Sales Qualified Lead (SQL)
Misnamed because these are not sales leads either.

This lead requests contact via a form or phone call but little is known about the person or company.

However, these contacts are still not a hot sales lead because they are not verified or qualified. And, all of the following information is unknown too.

- **Budget:** Do they have the budget to purchase your product/service?
- **Authority:** Does this prospect have the authority to actually purchase?
- **Need:** Is the specific prospect need is a match for your product/service solution?
- **Timing:** What is the timing of the prospects purchase decision?

Under BANT lead qualification, or any objective lead criteria this is still not a sales lead.

Hot Sales Leads-Real B2B Sales Leads

Hot Sales Leads

BANT Qualified

Verified Sales Leads

Hot Sales Lead
This is a "real sales lead" because:

1. The contact information has been verified
2. The lead contains complete BANT information
3. Contains specific problem or need to be addressed
4. The sales prospect is requesting contact
5. This lead can immediately be acted upon by sales

Best of all you only pay for sales leads, if you decide they are valuable to you!