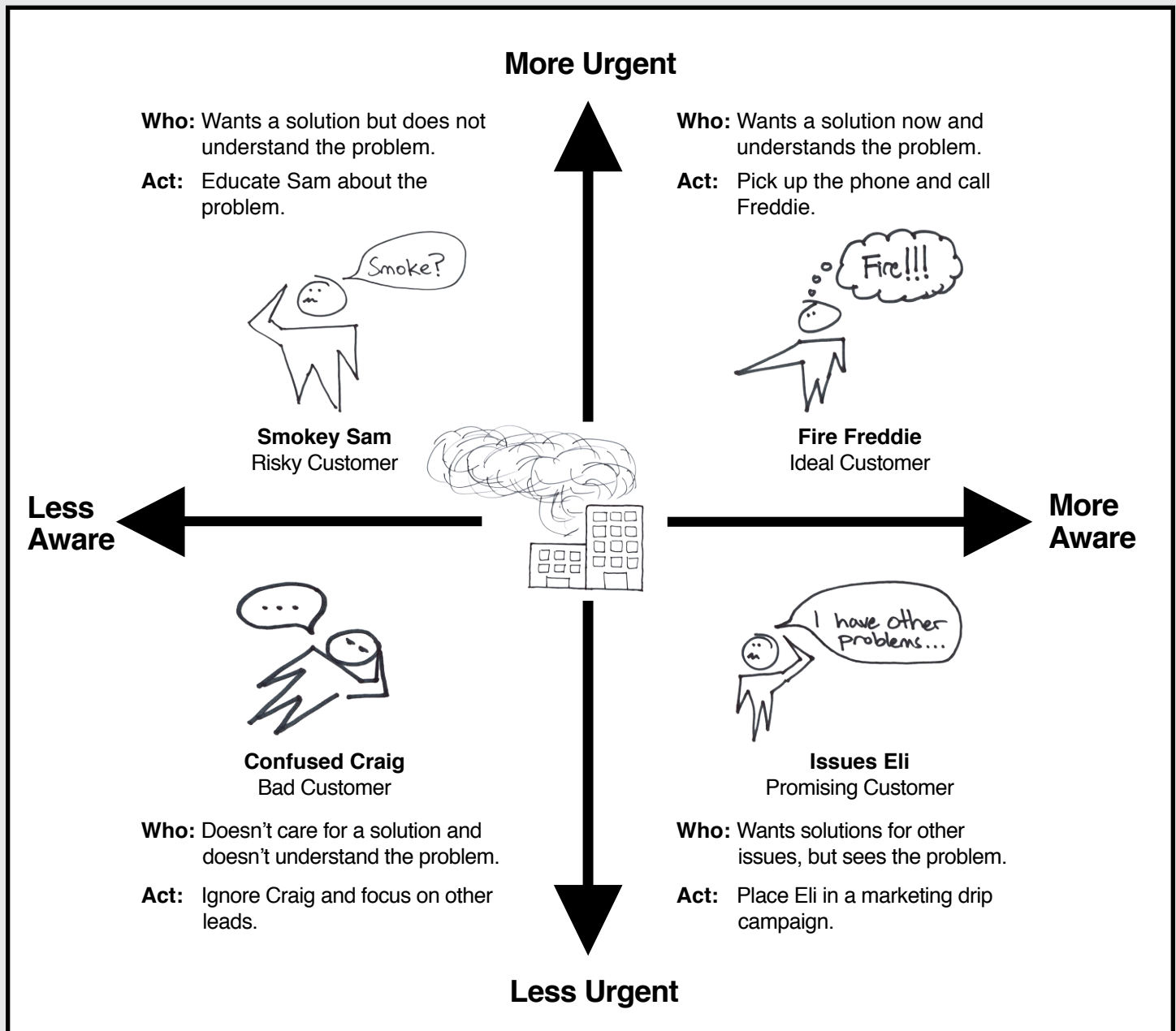


Opportunity Insight Tool By TriKro LLC

Determine which B2B leads to focus on by mapping each lead on a quadrant.



Step #1:

Write down information about a lead on a sticky note.

Step #2:

Place sticky note on most relevant part of the quadrant.

Step #3:

Take appropriate action based on customer's category.



Qualifying Questions

- **Budget:** Is there a budget earmarked for a solution? Are you in contact with the economic buyer?
- **Pain:** Can the evangelist or economic buyer quantify costs and pains of not having "your" solution?
- **Benefits:** Do they think your solution will help them get more customers?
- **Evangelist:** Do the evangelist's colleagues also see the problem? Or is the evangelist alone?
- **Technical Buyer:** Are there hidden costs or objections to buy or implement your solution?

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