Opportunity Insight Tool By TriKro LLC

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

More Urgent

Who: Wants a solution but does not understand the problem.

Act: Educate Sam about the problem.

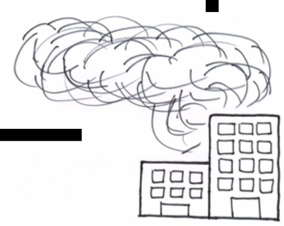
Smokey Sam
Risky Customer

Who: Wants a solution now and understands the problem.

Act: Pick up the phone and call Freddie.

Fire Freddie
Ideal Customer

Less Aware

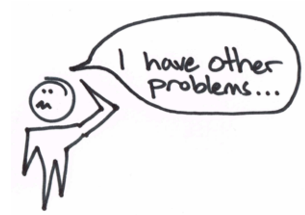


More Aware

Confused Craig
Bad Customer

Who: Doesn't care for a solution and doesn't understand the problem.

Act: Ignore Craig and focus on other leads.



Issues Eli
Promising Customer

Who: Wants solutions for other issues, but sees the problem.

Act: Place Eli in a marketing drip campaign.

Less Urgent

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?

Learn More

Designed By: TriKro LLC Lean Coaching & Innovation Ecosystem Design