PROSPECT INTELLIGENCE MATRIX

Maximizing LinkedIn Outreach with a Strategic Approach

Prospect Intelligence Matrix: A Strategic Framework for LinkedIn Outreach

The Prospect Intelligence Matrix is a structured approach designed to optimize your LinkedIn outreach efforts. It answers the critical question: “Out of all the people we could talk to on LinkedIn, who are the most valuable, most ready, and most worth our effort?” This matrix goes beyond treating all "Founders" or "HR Heads" equally by scoring them across several dimensions to ensure that outbound efforts and follow-ups are focused where they matter most.

Key Dimensions of the QCS Prospect Intelligence Matrix

To keep the matrix practical, it's recommended to use 5–7 core dimensions. Here's a breakdown of the dimensions to consider:

1. Company Fit

Objective: Determine how well the company aligns with your ideal client profile.

- **Industry relevance:** Is the company aligned with your solution?
- **Size:** Can they afford your services? Consider team size and revenue.
- **Region:** Do you serve the geographical area they are located in?
- **Business model:** Are they B2B/B2C, SaaS, services, etc.?

Scoring (1–5):

- **1:** Misaligned industry/size

- **3:** Acceptable
- **5:** Ideal ICP (exactly who we want)

2. Role & Authority Fit

Objective: Assess whether the person has the power or influence to move a deal forward.

- **Role/function:** Are they a Founder, HR Head, COO, etc.?
- **Seniority:** C-level versus mid-manager.
- **Budget authority:** Can they sign off, or only recommend?

Scoring (1–5):

- **1:** Very low influence
- **3:** Can influence but not decide alone
- **5:** Direct decision-maker / strong buying authority

3. Problem Fit / Pain Signaling

Objective: Evaluate the likelihood that they have the problem you solve.

- **Signals:** Their profile/posts mention challenges in your problem area.
- **Company stage:** Are they in a growth/transition stage where your solution is relevant?
- **Market/category:** Is it known to face the problem you solve?

Scoring (1–5):

- **1:** No visible alignment
- **3:** Indirect indicators
- **5:** Clear, strong alignment with the problem you solve

4. Timing & Intent

Objective: Determine how immediate their need is.

- **Signals:** Recent hiring/layoffs, funding, expansion, or content about relevant fixes or projects.
- **Engagement:** Are they interacting with similar solutions or topics?

Scoring (1–5):

- **1:** Cold, no sign of current need
- **3:** Some weak signals

- **5:** Clear trigger (hiring, funding, complaint, project, etc.)

5. Opportunity Size / Deal Potential

Objective: Assess the potential size and strategic value of the account.

- **Contract size or LTV:** Is it small, medium, or strategic?
- **Upsell/expansion potential:** Is there room for growth?
- **Strategic value:** Consider the logo, niche, or network benefits.

Scoring (1–5):

- **1:** Very small deal / low LTV
- **3:** Good, standard deal
- **5:** High-value / strategic account

6. Relationship Warmth (Optional)

Objective: Evaluate any prior connection or warmth.

- **Mutual connections:** Do you have common contacts?
- **Engagement:** Have they engaged with your posts?
- **Past interactions:** Have there been previous interactions, events, or community involvement?

Scoring (1–5):

- **1:** Completely cold
- **3:** Some light familiarity
- **5:** Warm or previously known contact

Tiering Logic – Turning Scores into Tiers

Each prospect is scored from 1 to 5 on each dimension. The total score (e.g., across 5 dimensions) will be out of 25. This helps categorize prospects into tiers:

- **Tier 1 (High Priority):** Score of 20–25
- **Tier 2 (Mid Priority):** Score of 14–19
- **Tier 3 (Low Priority):** Score of 13 or below

Decision Making

- **Tier 1:** These prospects receive the highest quality, most manual outreach.
- **Tier 2:** These prospects receive a slightly lighter-touch approach.
- **Tier 3:** These prospects are parked or nurtured for later engagement.

By using the Prospect Intelligence Matrix, you can strategically prioritize your LinkedIn outreach, ensuring that your efforts are both efficient and effective.