# STARTER KIT

## POWERING UP YOUR LEAD GENERATION EFFORTS

This is a starter kit that navigates one through the concept of lead generation, offering direction on how to attract, qualify, and prioritise leads to build a strong and scalable sales pipeline.

## INSIGHTS FOR GROWTH

This material is part of a series I've created to share insights and strategies for business growth. I believe in the power of exchanging ideas and real-world experience to drive success.

## ABOUT ME

Sales growth expert with 20+ years' experience strategizing and executing business development and marketing plans. From startups to global enterprises, I help businesses scale revenues, expand internationally, and build winning sales strategies and teams.

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# Executive Summary

Lead generation is a critical foundation of any successful sales organisation. This guide explores the key concepts, channels, and practical steps involved in identifying and attracting potential customers. It clarifies the distinction between raw leads and qualified leads, and explains how to move prospects through the early stages of the funnel using techniques such as lead scoring, behavioural tracking, and intent analysis. Whether you're building a new lead gen strategy or refining an existing one, this guide provides a structured approach to generating high-quality opportunities that convert.

## First Thoughts

**Lead generation** is the set of activities an organisation uses to bring potential clients to the sales funnel. Lead generation is the pre-sales funnel operation. Leads normally are not part of the sales funnel. Some organisations decide to add all leads into the sales funnel, however this is not theoretically correct. For a lead to enter the sales funnel it needs to be qualified.

Lead generation is the **sum of all activities** that take place to reach out to the target market and go through the first stage of qualification which is the MQL (Marketing Qualified Leads). It sits on just above the top wide part of the sales funnel.

## What you will learn

In this starter kit, you will learn how to build an effective lead generation strategy from the ground up. You'll understand the key differences between leads, MQLs, and SQLs, and how to qualify prospects using behavioural signals and scoring models. We'll cover the most effective channels to reach your target audience, tools for sourcing potential leads, and methods to measure buying intent. By the end, you'll be equipped with practical ideas to generate higher-quality leads and feed your sales funnel with more predictability and precision.

# Channels To Use To Conduct Lead Generation

A successful lead generation strategy relies on selecting the right channels to reach and engage your target audience. Each touchpoint offers a unique way to spark interest and capture potential clients—from personal outreach by your sales team to digital tactics like webinars, freemium offers, and CTAs across web and social platforms. The goal is to create multiple entry points that guide prospects into your funnel and begin the qualification process.

## 11 Key Channels to Drive Lead Generation



1. Sales team
2. Web and social media
3. Events
4. Webinars
5. Roundtables
6. Email campaigning
7. Web CTAs (pop ups, landing pages, download by leaving details)
8. Social Media CTAs (download our white paper, etc.)
9. Video campaigning with CTAs
10. Freemium and Free trials
11. Signup forms

# How to Find Potential Lead Lists



- Events lists

- Paid list of contacts (check if GDPR compliant)

- Sales enrichments systems

- Lead generation software

- Outbound sales with search

- Linkedin sales navigator or LinkedIn

- Industry articles

- Websites of companies
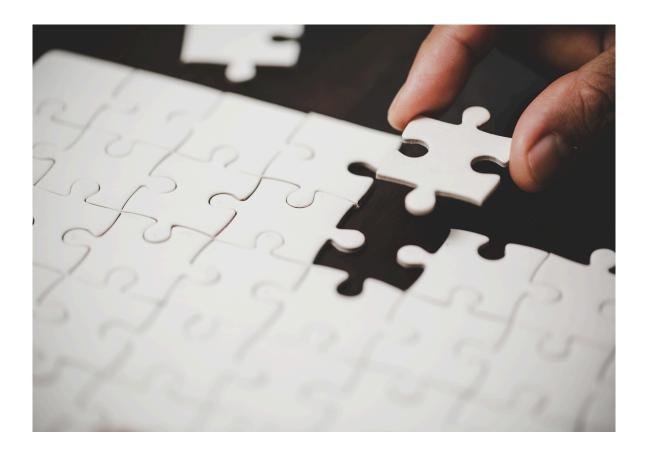
# Qualifying A Lead

For a sales lead to go into the sales funnel it needs to be qualified. Qualification is a practical specific process and not based on random criteria. A lead's first degree of qualification is MQL. The second degree of qualification is SQL.
You can add MQL qualified leads into the sales funnel, don't wait until the SQL.

## MQL Factors

1. **Lead Demographics**: Basic demographic information such as industry, company size, and location can help determine if a lead fits the target customer profile.
2. **Engagement Level:** Monitoring the level of engagement with marketing materials, such as website visits, content downloads, email opens, and social media interactions, can indicate a lead's interest in the product or service.
3. **Behavioural Scoring:** Assigning scores based on specific behaviours, like attending webinars, clicking on product pages, or spending time on the website, helps quantify a lead's level of interest and engagement.
4. **Lead Source:** Understanding where the lead originated, such as through a specific marketing campaign or referral, can provide insights into their interests and preferences.
5. **Fit with Ideal Customer Profile (ICP):** Evaluating how closely a lead aligns with the characteristics of an ideal customer helps prioritise those who are more likely to convert into customers.
6. **Scoring Models:** Developing a lead scoring model where different factors are assigned scores based on their importance and relevance can help automate the qualification process.
7. **Customer Persona Match:** Assessing whether the lead matches the traits and characteristics of the target customer persona helps ensure that efforts are focused on the right audience.
8. **Interaction with Sales Team:** Monitoring any interactions or conversations a lead has had with the sales team can provide valuable insights into their readiness to move further down the sales funnel.

# Measuring the Intent of Leads



As there are dozens of leads that will go through your sales funnel it will be difficult to nurture and follow up with every single of them. If you are in enterprise sales maybe you do but for plethora of B2B you cannot. There are three ways to prioritise them:

Intent – find the intent of companies to buy and where they stand in their buying process. There are dozens of systems providing this.

Lead scoring – Your CRM might be able to provide a lead scoring to your client. This quantifies both the interaction, the engagement and the sentiment of the communication with a lead.

Sales activity scoring – Create your own system to prioritise those that reply to multiple communication and those that you prioritise as more important.

# Final Thoughts and Conclusions

Lead generation is a continuous process of learning, testing, and refining. The most effective sales organisations treat lead generation as a strategic priority, aligning marketing and sales teams to engage the right audience with the right message at the right time.



## Key Takeaways

- Lead generation sits above the sales funnel and focuses on identifying and attracting potential buyers.
- MQL and SQL are distinct stages of lead qualification—MQLs can enter the funnel before reaching SQL status.
- Channels like events, social media, and freemium tools can significantly boost your visibility and lead volume.
- Scoring models and intent data help prioritise leads and optimise follow-up efforts.

## What you learned

You've explored the full lifecycle of lead generation, from sourcing and attracting leads to qualifying and prioritising them for your sales team. You've also seen how different tools and scoring models can help you make informed decisions and focus your efforts where they matter most.

## Next Steps

Now is the time to act. Review your current lead generation channels and identify gaps. Define or update your MQL and SQL criteria based on real engagement and fit. Build or refine your lead scoring model to prioritise follow-ups effectively and align your sales and marketing teams around a shared lead gen strategy.



Have questions or want to discuss how this topic applies to you? Feel free to reach out to me. I'm always happy to connect!

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