FIVE MINUTES, EIGHT QUESTIONS

Is outbound right for you?

Outbound calling works well for some industrial products and poorly for others. Tick yes or no honestly. The score tells you whether to start, fix something first, or use a different channel.

01	You sell industrial technology to other businesses	☐ Yes	☐ No
02	A typical order is large enough to justify a 30 minute conversation	☐ Yes	☐ No
03	You can describe your best customer in one sentence: industry, size, role	☐ Yes	☐ No
04	Someone on your team can run a demo or technical call within a week	☐ Yes	☐ No
05	You can name at least 200 companies that should be buying from you	☐ Yes	☐ No
06	Buyers usually agree there is a problem once they understand it	☐ Yes	☐ No
07	You have at least one customer who would take a reference call	☐ Yes	☐ No
08	You are willing to hear that the market says no, and change	☐ Yes	☐ No

6 to 8 yes

Strong candidate. A four week outbound cycle should give you a clear answer.

3 to 5 yes

Fix the gaps first. Usually the target list or the one sentence description.

0 to 2 yes

Outbound is probably not your channel yet. Partners or referrals may work better.

WHAT COUNTS AS A QUALIFIED MEETING

- The person has a role in the decision, or brings someone who does
- They described the problem in their own words
- There is a reason to act in the next twelve months
- They agreed to a time, an agenda, and what happens at the end
- The meeting actually happened

TALK IT THROUGH

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