

# Your Lead Kit

Score Your Leads, Filter Time-Wasters,  
and Focus on the Enquiries That Convert

# The Lead Qualification Toolkit

# How to Use This Toolkit

## **Step 1:**

**Use the scoring framework to rate every new enquiry. The score determines your response priority.**

## **Step 2:**

**Review the 10 qualification questions and pick the 4–5 most relevant for your business.**

## **Step 3:**

**Use the routing guide to set up your automated response tiers in Your Lead Kit.**

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## The Lead Scoring Framework

Score every new enquiry across these five criteria. The total score determines your response priority.

### Budget Alignment

- 3 pts - Clearly matches or exceeds your typical price range
- 2 pts - Slightly below but negotiable
- 1 pts - Below average but worth exploring
- 0 pts - Significantly below your minimum threshold

Max: 3 points

### Purchase Timeline

- 3 pts - Ready now or within 30 days
- 2 pts - Within 1–3 months
- 1 pts - 3–6 months away
- 0 pts - No specific timeline or exploring only

Max: 3 points

### Decision Authority

- 3 pts - Clear decision-maker is making the enquiry
- 2 pts - Has to consult one other person before deciding
- 1 pts - Multiple stakeholders involved
- 0 pts - Early research only – no purchasing authority confirmed

Max: 3 points

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## Location / Service Fit

- 3 pts - Within your primary service area, exact service match
- 2 pts - Edge of service area or close to your offering
- 1 pts - Stretch geographically or service is adjacent
- 0 pts - Outside service area or clear mismatch

Max: 3 points

## Enquiry Specificity

- 3 pts - Detailed brief – clear brief, specific requirements
- 2 pts - Some context provided, clear intent
- 1 pts - Minimal detail but genuine intent
- 0 pts - Very vague or no useful information provided

Max: 3 points

### SCORING TOTALS (Max = 15 points)

12–15 pts = HIGH PRIORITY – Respond personally within 15 minutes. This is your ideal customer.

7–11 pts = MEDIUM PRIORITY – Automated response immediately, personal follow-up within 2 hours.

0–6 pts = LOW PRIORITY – Warm automated response. Enter into nurture sequence. No personal time yet.

### Your Scoring Sheet – Use for Each New Enquiry

CRITERIA	MAX	SCORE	NOTES
Budget Alignment	3		
Purchase Timeline	3		
Decision Authority	3		
Location / Service Fit	3		
Enquiry Specificity	3		
<b>TOTAL SCORE</b>	<b>15</b>		

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## The 10 Qualification Questions

Choose the 4–5 questions most relevant to your business. Use them in your enquiry form, discovery call, or qualification survey.

### BUDGET & VALUE

“Do you have a rough budget in mind for this project?”  
“Have you received any other quotes? If so, what was the rough range?”

I will use this question  Not relevant for my business

### TIMELINE & URGENCY

“When are you looking to get started?”  
“Is there a specific deadline we should be aware of?”

I will use this question  Not relevant for my business

### DECISION & AUTHORITY

“Will anyone else be involved in the final decision?”  
“What does your decision-making process look like?”

I will use this question  Not relevant for my business

### NEED & FIT

“Can you tell me a bit more about what you're looking to achieve?”  
“Have you worked with a [type of business] before? How did it go?”

I will use this question  Not relevant for my business

### PRACTICAL DETAILS

“Where is the project located? (For trades / service businesses)”  
“How did you find us? (Helps you track which marketing is working)”

I will use this question  Not relevant for my business

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## Lead Routing Guide

What to do with each tier

12–15 pts

### HIGH PRIORITY

Respond personally within 15 minutes.

### Process:

1. Call within 15 mins if possible. 2. If no answer, send a personal SMS immediately. 3. Book discovery call the same day. 4. Tag as 'Hot Lead' in CRM. 5. Follow up again within 24 hrs if no response.

7–11 pts

### MEDIUM PRIORITY

Automated response immediately – personal follow-up within 2 hours.

### Process:

1. Automated response fires immediately with next steps. 2. Personal email or call within 2 hours. 3. If no response in 24 hrs, automated follow-up SMS. 4. If no response in 72 hrs, move to warm nurture.

0–6 pts

### LOW PRIORITY

Helpful automated response – enter into nurture sequence.

### Process:

1. Automated response fires: helpful, warm, sets expectations. 2. Enter into 8-week nurture email sequence. 3. No personal time invested until they re-engage or score improves. 4. Review and reassess after 4 weeks.

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## Recommended Pipeline Stages

Build this in Your Lead Kit CRM

#	STAGE NAME	WHAT IT MEANS	IN YLK?
1	New Enquiry	Just arrived. Qualification score not yet assessed.	<input type="checkbox"/>
2	Qualified - High	Score 12–15. Actively being worked. Personal response sent.	<input type="checkbox"/>
3	Qualified - Medium	Score 7–11. Automated follow-up running. Awaiting response.	<input type="checkbox"/>
4	Discovery Call Booked	Call confirmed. Reminder sequence triggered.	<input type="checkbox"/>
5	Discovery Call Done	Conversation had. Proposal or quote in progress.	<input type="checkbox"/>
6	Proposal Sent	Quote delivered. Follow-up sequence running.	<input type="checkbox"/>
7	Won	Signed. Review request triggers in 3 days.	<input type="checkbox"/>
8	Low Priority / Nurture	Score 0–6. In automated nurture. No active personal effort.	<input type="checkbox"/>
9	Lost	Not proceeding. Tag as past enquiry for re-engagement in 6 months.	<input type="checkbox"/>

You've completed the audit. Now close the gaps.

# Ready to build your growth system?

Every day without a system is a lead that found someone else instead.

## DO IT YOURSELF

### Your Lead Kit

Full platform – one system

- CRM & pipeline management
- Automation workflows
- Reputation management
- From £34.99/month

[yourleadkit.co.uk](https://yourleadkit.co.uk)

## DONE FOR YOU

### Specialist Support

Experts build & run it for you

- Full platform setup & management
- Multi-channel marketing campaigns
- Outsourced marketing dept.
- South Hampshire specialists

[yourleadkit.co.uk/doneforyou](https://yourleadkit.co.uk/doneforyou)

## Or book a free 30-minute strategy call

We'll review your audit score and build your 90-day growth plan together.

"Within a month we were set up, confident, and in control."

— Toca Salon Group

# Your Lead Kit

MARKET SMARTER. GROW FASTER.