WHATCONVERTS

Qualify Leads

1	**Can You Qualify Leads? – Example**

What criteria can you use to tell which leads are most likely to become customers?

Example – a lead is qualified if they:

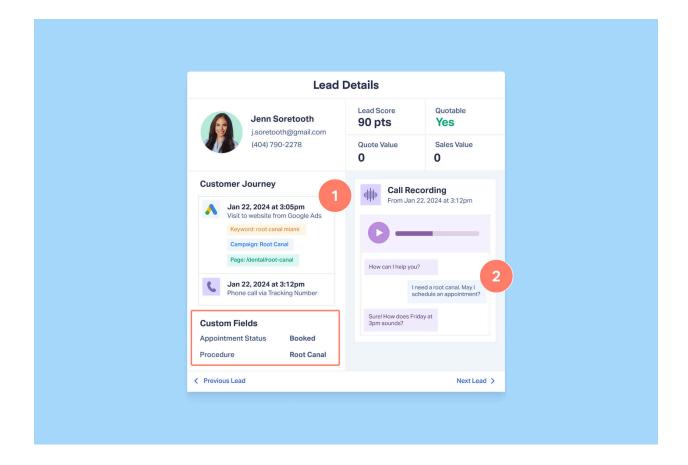1. Are interested in a service you offer
2. Come from a PPC campaign

This lead is **Quotable**.

2 | Can You Categorize Leads? – Example

How can you organize your leads into different categories (requested service, new vs. existing customers, etc.)?

This lead:

1. Came from a "Root Canal" campaign
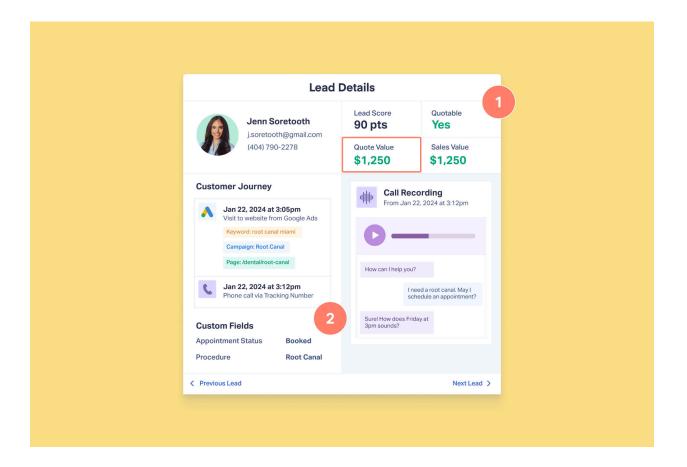2. Mentioned they're interested in a root canal service

This lead should be categorized as a **root canal patient** using **Custom Fields**.

Create your own from **Profile Settings**.

3 **Can You Value Leads? – Example**

How much are different leads worth?

This lead:

1. Quotable
2. Interested in a root canal (a $1,250 service)

Since the lead is **likely to become a customer** and interested in a **root canal**, you can set its value to **$1,250**.