

# Qualifying the Prospect

Tools and tips from the PSA Sales & Marketing Committee Playbook – Part One of Five

## 1. Qualifying the Prospect

Are you capturing the necessary data for qualifying a sales prospect in the security industry?

We've highlighted some the steps in the Sales & Marketing Committee Playbook that will help you determine if a lead is worth your while.

### Research



### *Just getting started?*

- Examine your prospect ●

**Understand the company size, structure and players.**

**Determine who the competition is.**

**Know the company news and achievements.**

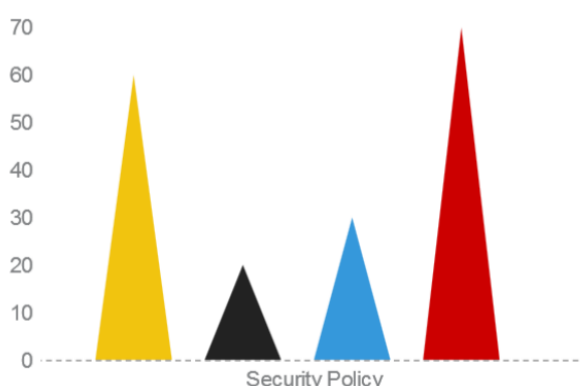
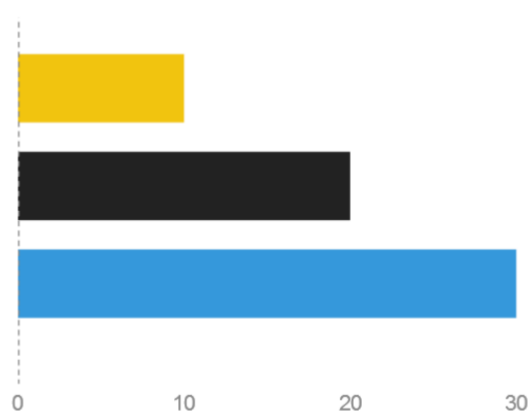
**Analyze the company's vertical markets.**

### Business Baseline

**Determine: Should You Work Together?**



### Assessement



Complete a detailed assessment of the prospect. Not sure what to evaluate? Review the Sales & Marketing Committees Sales Playbook and leverage the detailed questionnaire.