

Your 6-Point Checklist to Qualify if Sales Lead Generation (ESO) is Right for You

Sales Lead Generation (ESO) builds the systems, people, and messaging you need to turn leads into customers. The questions below will help you assess how well your sales setup, team and tools are working and identify areas for improvement.

Do you have a working sales system?

Do you have a dedicated sales person?

Are your sales people effectively converting leads?

Do you know the conversion rate of your sales people?

Do you have a working CRM?

Are you able to communicate your unique business offering in less than 30 seconds?

Your Score: ___ /6

If you score under 3/6, you should get in touch with EMPAT Consulting to help strengthen your sales lead generation and improve results.