

# Prospect Fit Matrix Kit



How to Properly Evaluate Who's a  
Right Fit For Your Business  
+ a Take-Home Template

You're already generating a ton of awesome leads, and now you're ready to assess the quality and move them through the marketing and sales cycle.

## However, that's a lot easier said than done.

This is a major obstacle for marketing and sales teams. In fact, [22 percent of salespeople](#) say qualifying prospects is the most challenging part of their sales process.

Without properly qualifying leads, major inefficiencies arise. A staggering [40 percent of a sales rep's time](#) is spent looking for what leads they need to call.

If you're a small business software company and you earn one lead from an ebook download and another lead from a newsletter subscription, which one should your team contact first?

It's hard to prioritize in these circumstances. And if you're fortunate enough to be earning a ton of leads every day, it's even harder to keep up with the influx of new contacts.

The more time it takes for your company to reach out to these leads, the less likely those leads are to close as customers.

**That's a lot of potential revenue you're leaving on the table.**

To make the most of your time and to jump on these awesome opportunities, you need a prospect fit matrix.



# What You Need to Know About the Prospect Fit Matrix

## What Is a Prospect Fit Matrix?

Your prospect fit matrix acts as a framework for grading each prospect that you attract. This helps sales identify who they should be connecting with first and how to properly engage them.

Your matrix breaks down who your ideal prospect is, which gives you a yardstick to measure each prospect against.

## The Benefits of Using a Prospect Fit Matrix

No matter your industry or whether you're B2B or B2C, you can use a prospect fit matrix and enjoy many benefits:

- Reduce time wasted on low-quality prospects.
- Cut back on the costs of pursuing poor fit prospects.
- Speed up the sales cycle by targeting those who are strong fits.
- Provide sales with information to tailor how they engage prospects.
- Help sales take a consultative approach to earn trust and build rapport.



# What Does a Prospect Fit Matrix Consist Of?

There are three core sections your prospect fit matrix includes.

## Business Characteristics

In the context of this kit, we are using B2B as an example, which is where business characteristics come into play.

In this section, you paint a picture of a business that would fit as your perfect customer. First, you lay out a simple description of the type of company and industry of your ideal customer.

Then, you dive into financial aspects, like their sales cycle and model, their average sales prices, and their revenue.

## Contact Characteristics

This is where you describe the people within the company you're targeting. Who are the people you want to attract and engage with?

Some criteria to consider within contact characteristics include job title, their responsibilities, and their impact on decision making for the company.

## Behavioral Elements

Finally, lay out what kinds of actions your ideal contact is taking and how that relates to their inclination to buy your products or services.

For companies in tech, as an example, this section would include information about their technology stack, like how much they invest in it and what their past behaviors indicate.



# The Prospect Fit Matrix Checklist

To create a prospect fit matrix that fits your business, follow this simple checklist:

<b>Buyer Personas</b>	<a href="#">Develop a semi-fictional representation</a> of your ideal customer, using research and data.	
<b>Ideal Customer Profile</b>	Create a hypothetical description of the type of company that would benefit the most from your products or services.	
<b>Your Sales Cycle</b>	Describe the sales cycle you currently use to better understand where you can use the prospect fit matrix to accelerate your process.	
<b>Customer Success Metrics</b>	Identify what KPIs you look at for measuring your <a href="#">customer success</a> .	

## How to Use the Prospect Fit Matrix Template

On the next page, you'll see a template that helps you organize and manage key lead information to build profiles for high, medium, and low quality prospects.

You will see writing prompts for each section to describe a specific component of your prospect, including business models, average sales prices, and company sizes.

As you answer these questions, remember that you're creating a profile for your ideal customer (the high), a customer who has potential to be a good fit (the medium), and a customer who is less likely to make a purchase (the low).

Think of high, medium, and low as a scale measuring the relevancy between the potential customer and the offerings you have for them to purchase.

Since it's a continuous scale, some sections may include some crossover, like low-medium and high-medium prospects, depending on your business.

Using this matrix, you're ready to properly assess the fit of each of your prospects. Your sales team can use this crucial data to engage with the most valuable potential new customers first, then tailor their approach to guide them through the buyer's journey.



# Prospect Fit Matrix

Your company

	HIGH	MEDIUM	LOW
<b>Business Model</b> <i>Describe what the business model looks like for your high, medium, and low scored prospects.</i>			
<b>Sales Model</b> <i>Describe the company's approach to selling at a high level.</i>			
<b>Sales Cycle</b> <i>Describe the timeframe of how long it takes for a customer to close, and briefly explain the methodology they use.</i>			
<b>Average Sales Price</b> <i>Explain what the average price is for their products or services.</i>			
<b>Annual Revenue</b> <i>Estimate the amount of revenue they earn each year.</i>			
<b>Inclination to Purchase</b> <i>Describe their level of inclination of purchasing your products or services.</i>			
<b>Company Size</b> <i>Indicate how many employees are employed by the company.</i>			
<b>Job Title</b> <i>What is your target contact's job role and responsibilities?</i>			
<b>Current Products or Services Being Used</b> <i>Indicate what products or services they're using that are related to your products or services.</i>			