

the ultimate 3 step

# lead qualification guide

**paintprojex**  
intelligent project management



# Lead Qualification

**Objective:** to identify which projects are most likely to become quotes



## Organisational Level

Identify if the project fits your service mix & capabilities

What's the overall project worth?  
Who do they normally use for painting?  
What would they change or improve?  
Who else will be quoting?  
Have they shown interest in your company?  
When will the decision be made?  
When will the work take place?

What's the overall project worth?  
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## Opportunity Level

Identify if the opportunity is real and viable

Is this project live?  
Is there an anticipated budget?  
Do you have a project tender package?  
Is there anything else that is important?  
Can you provide a benefit with our add on services?

Is this project live?  
Is there an anticipated budget?  
Are there funds available now?  
What is the scope for the project?  
What are the important issues?  
Do you have a specification for the work?  
Can you provide a benefit with our add on services?

## Stakeholder Level

Identify decision makers and process

What is the decision-making process?  
Who are the key decision makers?  
What is the selection process? How is it weighted?  
Who is the project manager for the project?  
Are there liquidated damages?

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When will the decision be made?  
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NEW  
CONSTRUCTION  
PROJECTS

REPAINT  
PROJECTS