



IN HOUSE LEAD GENERATION CAPABILITY ASSESSMENT CHECKLIST

A MAVEN TM GUIDE



For many companies, bringing inside sales, business development and lead generation in house can be a very tempting prospect. While many do manage this quite successfully, many trip up over unexpected problems and end up sending more than initially planned for worse than expected results.

This checklist has been designed to help you identify the issues by checking your internal capabilities.

Do you have staff who are trained and suitable for lead generation work?	Y / N
If not, do you have experience in hiring business development agents?	Y / N
This is very different from a standard sales environment; so do you have the management skills or resources in place?	Y / N
Have you developed your reporting requirements (these will also be different from standard sales reporting requirements)?	Y / N
Do you have realistic expectations for the results from lead generation projects?	Y / N
If you are targeting overseas markets, are all your agents multilingual?	Y / N
If not, do you have all the language skills you need?	Y / N
Can your managers speak all the languages being used by your agents?	Y / N
Can you justify hiring full time staff for every language?	Y / N
Do all the markets need the same level of language capability?	Y / N
Are you restricted in what markets you can develop by lack of language?	Y / N
Have you had to decide not to enter markets because cost of acquiring language capabilities could not be justified?	Y / N
Do some markets or customers only want to talk to native speakers?	Y / N
Do you have the business development requirements to justify this operating permanently?	Y / N
Is it easy to adjust the level of in house lead generation activity to match business and operational requirements?	Y / N