

Sales Systems / Lead Qualification

Create a custom lead scoring system based on demographic, firmographic, behavioral, and engagement signals.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Lead Scoring, Prioritization, Sales Efficiency

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Why This Prompt Exists

Most lead scoring systems are arbitrary — points assigned without data or strategy.

You get:

- leads with high scores but no budget (wasted time)
- leads with low scores that are ready to buy (missed deals)
- no alignment between marketing and sales on what's a good lead
- sales reps ignoring leads because they don't trust the score
- no way to prioritize follow-up

But lead scoring is not random.

It is a system for prioritizing your limited sales time.

- Demographic: role, seniority, company size
- Firmographic: industry, revenue, location
- Behavioral: website visits, content downloads, email opens
- Engagement: meetings attended, demos requested, replies

Without lead scoring, you treat all leads the same.

This framework forces AI to build a data-driven lead scoring system.

The Prompt

Assume the role of a sales operations specialist who builds lead scoring systems.

Your task is to create a lead scoring criteria.

Generate:

1. DEMOGRAPHIC SCORING (points)
 - Job title / role
 - Seniority level
 - Department

2. FIRMOGRAPHIC SCORING (points)
 - Company size (employees)
 - Industry
 - Revenue range
 - Geography

3. BEHAVIORAL SCORING (points)
 - Website visits (pricing page, product page)
 - Content downloads
 - Email opens/clicks
 - Demo requests

4. ENGAGEMENT SCORING (points)
 - Sales accepted (converted from MQL)
 - Meeting attendance

- Reply to outreach

5. SCORING THRESHOLDS

- Hot lead (score X+): sales ready
- Warm lead (score Y-Z): nurture
- Cold lead (score below Y): recycle or discard

6. SCORE DECAY RULES

- How quickly scores decrease without engagement

INPUTS:

Your Ideal Customer Profile (ICP):

[DESCRIBE]

Typical Buyer Role:

[INSERT]

Typical Company Size:

[INSERT]

Key Behavioral Signals (what indicates interest):

[LIST]

Marketing Qualified Lead (MQL) Criteria (current):

[DESCRIBE OR "NONE"]

Sales Accepted Lead (SAL) Criteria:

[DESCRIBE OR "NONE"]

RULES:

- Demographic: role and seniority are highest weight
- Firmographic: company size and industry fit
- Behavioral: page visits and content downloads
- Engagement: replies and meetings are highest weight
- Hot leads go to sales immediately
- Warm leads stay in marketing nurture
- Cold leads are recycled or removed
- Scores decay over time (30-90 days without engagement)

How To Use It

- Demographic and firmographic criteria define fit (can they buy?).
- Behavioral and engagement criteria define interest (do they want to buy?).
- Hot leads (high fit + high interest) go to sales immediately.
- Warm leads (high fit + low interest) stay in marketing nurture.
- Cold leads (low fit) are recycled or discarded.
- Scores decay over time (leads get cold without engagement).

Example Input

Your Ideal Customer Profile (ICP): B2B SaaS companies, 50-500 employees, \$10M-100M revenue, VP of Sales or Sales Ops buyer

Typical Buyer Role: VP of Sales, Sales Operations Director

Typical Company Size: 50-500 employees

Key Behavioral Signals: Pricing page visit, demo request, case study download, email reply

Marketing Qualified Lead (MQL) Criteria: Content download + email open

Sales Accepted Lead (SAL) Criteria: Budget identified + authority confirmed

Why It Works

Most lead scoring is arbitrary.

This framework improves outcomes by forcing:

- demographic scoring (fit)
- firmographic scoring (company fit)
- behavioral scoring (interest)
- engagement scoring (intent)
- scoring thresholds (prioritization)

Great lead scoring doesn't just assign points — it prioritizes your limited sales time on the leads most likely to close.

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