



The PQL Checklist:

How to Spot, Score, and Convert High-Intent Buyers Faster

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The shift is undeniable: The MQL is on life support. No matter how much demand marketers tweak and refine, the model is breaking—and fast. It's time for a new approach.

Want to drive more meaningful conversations and accelerate conversions? Focus on leads who aren't just kicking tires but actively engaging with your product in ways that signal real intent. Enter the game-changer: Product Qualified Leads (PQLs).

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What are Product Qualified Leads?

Product-qualified leads (PQLs), sometimes called intent-qualified **leads** or demo-qualified leads, are strong potential buyers who meet several criteria indicating demand for your product. These leads fit your **ideal client profile** and already appreciate your product's value. All that's left is to help them understand why they should sign up or upgrade to a paid plan.

A product qualified lead:

Has used or experienced your product in some capacity, usually through an **interactive demo**, product tour, or product simulation

- Has taken actions indicating buying intent such as viewing your pricing page
- Falls into your ideal client profile concerning specified location, team size, and other metrics

PQLs usually require a **shorter sales cycle**, fewer follow-up discussions, and a lighter lift for your GTM teams.

Qualifications for PQLs differ from one business to another. Imagine a SaaS tool offers an **interactive demo** to buyers. In order to qualify as PQLs, these buyers might complete actions like:

- Clicking the link to view the demo
- Watching 80%-100% of the demo
- Interacting with the demo to try out the platform firsthand
- Sharing a demo link with colleagues
- Engaging with internal links from the demo to learn more about platform features.

These actions suggest the user has a strong potential to become a paying customer. Since they've used the tool, the sales team can skip the product overview—the buyer has already explored it firsthand.



How to Identify and Grow Product Qualified Leads for Your Team

Identifying and nurturing PQLs will help you handle these leads appropriately, moving them toward “paying customer” status in the most efficient way possible.

1. Observe Usage and Behavior Patterns

To identify your PQLs, begin by observing how your buyers are interacting with video demos, product tours, and product simulations. Behaviors will vary based on your product and marketing funnel structure. But in most cases, a PQL has likely engaged in:

- Watching the majority of your demo videos
- Sharing your interactive demo with their team lead
- Signing up for your free trial
- Using a free version of your product
- Logging in to your platform frequently

These behavior patterns help differentiate PQLs from SQLs and MQLs and indicate a higher likelihood of conversion. **Accenture** found that PQLs are eight times more likely to convert than MQLs.



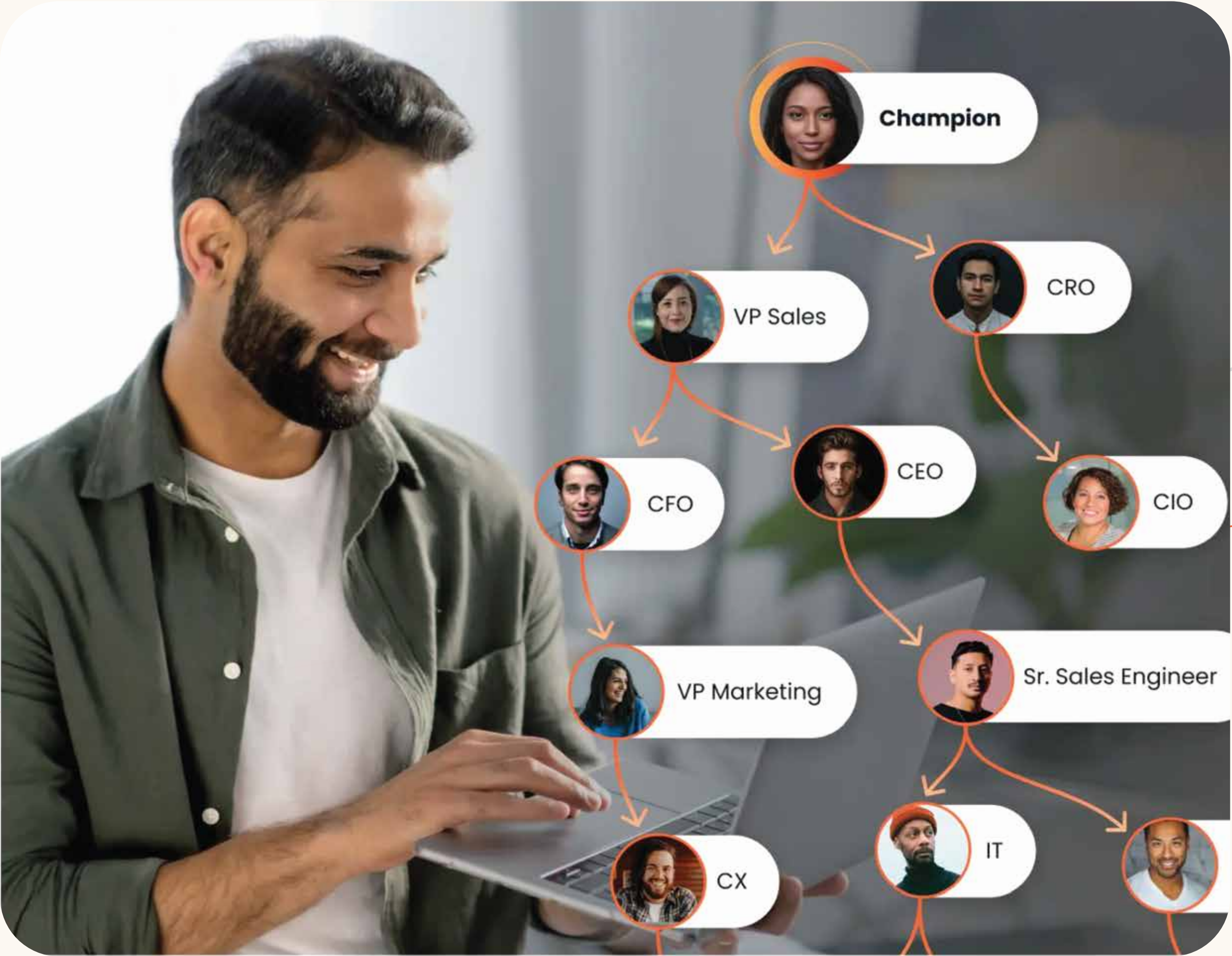
2. Identify Stakeholders

Identifying key stakeholders ensures you're engaging with a potential PQL who has purchasing authority—these are the people who have the power to make things happen. Before diving into product details or hopping on calls, double-check you're speaking to someone who can make a real impact on that team. It's all about connecting with the decision-makers who can turn interest into action.

Depending on your product, the end user might be the exact stakeholder you need to speak with. But in some company structures, you may need to request an introduction or dig deeper to identify the team member who makes the final investment decision.

Want to make it even simpler? **Consensus**, a demo automation software, removes the guesswork from identifying stakeholders so sales teams can build a better pipeline. You'll know who the members of your buying group are and exactly how to sell to each of them. The result? You close deals faster with informed, enabled buyers who can view and share content at will and make buying decisions faster.

[Learn More About Consensus](#)



3.Score and Qualify Leads

Use data around product usage, adoption, and user behavior to create a system for scoring and qualifying leads. For example, a lead who exchanged their email address for an **interactive demo** but only watched four minutes of your introduction should be treated differently than someone who watched 90% of your demo video material and clicked into additional literature for each feature.

There are a few ways to score leads. Maybe a lead qualifies for a sales call if they hit certain metrics, like viewing at least 80% of the demo video content, engaging with 50% of the features, and sharing it with one other team member.

Or, you could use a 10-point scoring system that breaks the user behavior down further:

- Up to 4 points for percentage viewed (0 for up to 20%, 1 for up to 40%, 2 for up to 60%, 3 for up to 80%, and 4 for over 80%).
- Up to 3 points for level of engagement with your interactive tours, corresponding to expected actions like link clicks, dashboard creation, or model tests.
- A point for every share, maxing out at 3.

With a consistent scoring system, you can easily prioritize your leads so your busy sales team can use their time effectively.



4. Improve Lead Engagement

Increased lead engagement takes the pressure off the sales team and allows your solution to speak for itself. Lead engagement involves interacting with potential buyers to better understand their needs, priorities, budget, and schedules before diving into more pointed sales tactics.

To improve lead engagement and build out PQLs, take advantage of demo automation. **Demo automation** software allows your buyers to get hands-on experience with your products on their own schedule, without direct oversight from your sales team. Plus, automated demos are shareable, allowing your buyers to champion your solution among shareholders and team leaders.

5. Track PQL Metrics

Set monthly or quarterly meetings to review important PQL metrics. Talk through the performance of your videos, your close rate, the volume of PQLs coming through your pipeline, and the new connections with stakeholders at your buyer companies to gain a robust understanding of the trends shaping your broader sales process. From there, you can identify strengths and bottlenecks and improve your overall strategy one step at a time.

If you're sending out demos, use demo automation software like Consensus to track every click and view to better understand the behavior and needs of your PQLs. With the right engagement data and analytics, you can deliver tailored experiences that move PQLs closer to the close.

Conclusion

Consensus allows you to deliver interactive experiences without adding to your revenue teams' workload. From product simulations and tours to interactive demos, the platform provides engaging, on-demand experiences for leads, enabling you to nurture interest and identify top buyers efficiently. This scalable approach lets you focus resources where they're needed most, increasing presales capacity by 30% or more—and closing deals up to 3X faster.

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