



Examples of “Setter” Tasks

The “Setter” role helps someone move from being a prospect/lead into a confirmed sales-qualified lead — or better yet — a “*Right-Fit Lead*” — disqualified until a later date.

- As a result of the SDR check-ins: answer questions from people who open emails to offer help with questions.
- As a result of the SDR check-ins: answer questions from people who attend your “Transitional Moments.”
- Answer questions when someone fills out the “Contact” form on your website.
- Reply to comments on social media as a result of nudges from SDR.
- After initial banter — ask the ***two primary questions that qualify someone*** as a *Right-Fit Lead*:
 - What are the three most vital priorities you and your team are focused on accomplishing before year end?
 - What are the obstacles in your way?

Please note: prospects are not moved to the “Closer” until they answer the qualifying questions.