Prospect Smarter | Prioritize High-Value Prospects | Drive Sales

Website-to-Decision Scan™

Most teams skim prospect websites and rely on instinct to decide who to pursue. The *Website-to-Decision Scan* Toolkit replaces inconsistent browsing with a structured Decision Frame™ your team can apply in minutes and repeat often for higher sales.

Convert Website Signals Into Clear Fit and Priority Decisions

The Website-to-Decision Scan Toolkit is a short, fixed-scope engagement that analyzes a focused set of prospect websites and translates what you learn into a practical decision system that answers:

- Is this a good-fit account?
- How complex and valuable is the opportunity?
- How should this prospect be prioritized and approached?

Designed for Teams Selling Complex Solutions

This service is ideal for:

- B2B companies with multi-stakeholder, high-consideration sales
- Small to mid-size sales and business development teams
- Leaders seeking focus, consistency, and smarter prioritization

How We Build Your Prospecting Decision Frame

- Focus on representative targets
  - You select a sample of ideal prospect websites (typically 15 to 25).
- Extract meaningful decision signals
  - We identify indicators such as industry context, operational complexity, buying structures, and strategic priorities.
- Translate insights into a practical decision path
  - Signals are converted into a concise Decision Frame your team can use before outreach.

Practical Tools Your Team Can Use Immediately

- Prospect Fit Decision Frame
- Prioritization Guide
- Worked Examples

The Impact on Your Prospecting Effort

- Reduced time wasted on poor-fit accounts
- More consistent prioritization
- Reusable decision-first approach

Engagement Scope

- Timeline: 3 to 4 weeks
- Investment: $2,500 to $5,000 depending on scope and complexity

Start Turning Website Browsing Into Structured Decisions

Email: info@smartopsolutions.co

Let's begin with a short conversation about your target market and prospect challenges.