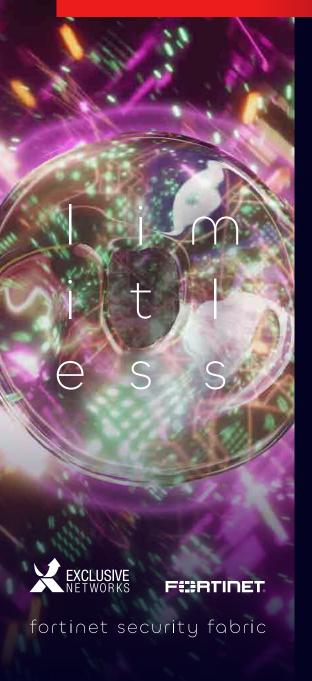# HOW TO VALIDATE YOUR LEADS?

Reach out your partners on your pipeline and have a conversation with them, during that conversation ask the following questions.

1 **Can you tell me about the cloud services are used within your organization?**
Can you prioritize these services by daily business impact?
What do you know about shared responsibility?
And how your company manages?
Is there any compliance model you must meet?
And how your company manages?
How do you protect your cloud services against threats and data loss?
Please name the solutions that are used!
Why do you use these particular security services? (Summary question to gather WHAT solutions are used, and WHY they were chosen and implemented)

2 **Can you describe your remote work/home office practice and policies?**
Tell me about the challenges, uncertainties you are facing related to remote users!
What kind of control and/or visibility do you have on your remote users' activities?
How do you protect remote access and check remote users' identity?
Why do you use these particular security services? (Summary question to gather WHAT solutions are used, and WHY they were chosen and implemented)
What do you like to most in these solutions? Is there anything you miss or dislike?
What do you like to most in these solutions? Is there anything you miss or dislike?

GOAL Learning cloud utilization and related practices, collecting information of our prospect's relationship with cloud services and related regulations, security practices, it might be different than their attitude towards on-premises.

Our purpose here is to validate our pipeline and identify leads that are worth work with!

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Example of a template you could use to build your Cloud pipeline following the steps above:

Customer's Name	Contact Details	Industry Regulations	Customer's Size	Cloud Services	Remote Work	Estimated Budget	Estimated Deal Date	Referals

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