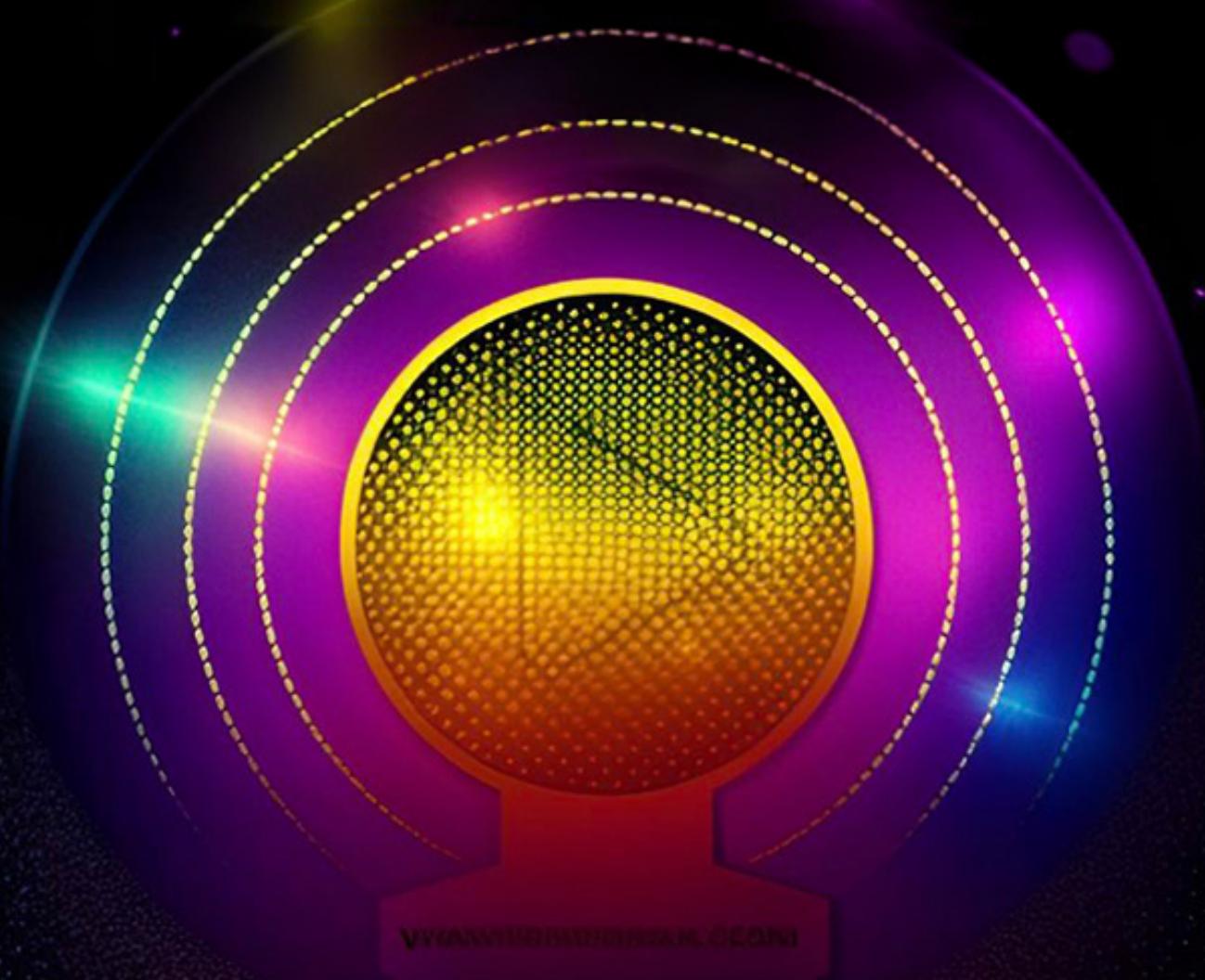




# Specs - Why Precision Matters



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**Skip:**

Hello and welcome to Episode Four of our Lead Scale Engine Gen Five Release Communications series. Hey Frankie!

**Frankie:**

Hey Skip, how are you doing?

**Skip:**

Very good, thank you. So today, we're going to talk about specification errors and other things that annoy Frankie. Before we dive into how we're going to fix this with Gen Five, can you explain to our listeners what a specification error is?

**Frankie:**

Sure. Before we get into what an error is, let's start with the basics: What is a specification? It may seem obvious to us because we've been dealing with specifications for a long time, but not everyone might realize that's what they're discussing. A specification is essentially the definition of what you're going to buy for a given campaign. It outlines all the aspects that, if met, make the data record acceptable as a lead worth purchasing. The specification can be broad or very detailed, but it needs to be clear and precise.

**Skip:**

So, whether the purchase is broad or specific, the specification should be equally detailed, right?

**Frankie:**

Exactly. The problem arises when the specification isn't detailed or clear enough. An error can manifest when the final product doesn't match what was intended. For example, when you receive the first batch of records and think, "This isn't what I meant." The wording may have been technically correct, but the interpretation differed between parties.

**Skip:**

So, a good way to think about a specification error is when you say, "This is what I said, but not what I meant."

**Frankie:**

Precisely. It's like being sarcastic in an email—what you meant can be interpreted differently by the recipient, leading to completely different outcomes. That's a simplistic example, but it highlights the importance of clear communication in specifications.

**Skip:**

If anyone wants to dive deeper into specifications, Robin and I recorded a session on it, and we'll link that in the show notes. So, specification errors are clearly a problem. How do people handle specifications now?

**Frankie:**

The current state is chaotic, almost like the Wild West. Specifications can vary widely—some may be just a paragraph in an email, while others could be formalized PDFs or Excel documents. Each business might focus on different aspects, like job titles, seniority, or verticals, depending on what's important to them. The lack of a standardized system or language across the industry is a big part of the problem.

**Skip:**

It sounds like we don't have a consistent language or format, which complicates things.

**Frankie:**

Exactly. Not only do we lack standardized language, but even when we think we do, it might mean different things to different people. For instance, terms like "IT decision-maker" can have varying interpretations across different companies, leading to discrepancies.

**Skip:**

That lack of standardization can cause serious downstream effects, right?

**Frankie:**

Absolutely. Misunderstandings due to vague or inconsistent specifications can result in wasted time, effort, and money as teams try to resolve the issues after the fact. It's much better to invest the time upfront to get everyone on the same page before the campaign launches.

**Skip:**

My grandfather used to say, “If you don’t have time to do it right, when will you have time to do it over?” That seems relevant here.

**Frankie:**

That’s exactly the mindset we need. Addressing these issues early can save a lot of headaches later. If not, you might find yourself dealing with disputes over half a million dollars’ worth of leads, which no one wants.

**Skip:**

And that can affect a brand’s reputation, not just with customers but also within the industry.

**Frankie:**

Right. If you’re known for unclear specifications, it can drive up costs because suppliers will start baking in risk premiums. It’s in everyone’s best interest to get the specifications right from the start.

**Skip:**

As we look to the future, could standardizing the language and format of lead specifications pave the way for more advanced, programmatic lead generation?

**Frankie:**

Definitely. Standardization is crucial for moving towards programmatic lead generation. Without it, the industry remains stuck in a “Wild West” scenario. Just like how container ports operate efficiently due to standardized shipping containers, we need a similar level of standardization in lead specifications to make advanced technologies feasible.

**Skip:**

That’s a great analogy. So, by creating these standards, we can potentially unlock new efficiencies in the industry.

**Frankie:**

Yes, but it’s important to note that while we aim for standardization, we’re also focusing on flexibility. We want to provide a framework that clients can use to create their own standards within their environments, which can eventually lead to broader industry adoption.

**Skip:**

Even if we don't reach complete industry-wide standardization, having a framework or "universal translator" can still be highly beneficial.

**Frankie:**

Exactly. Our goal is to be the enabler, providing the tools for standardization while allowing for flexibility. This way, even if everyone isn't speaking the exact same language, they can still communicate effectively through our system.

**Skip:**

That sounds like a solid approach. Anything else you'd like to add before we wrap up?

**Frankie:**

Just that I'm really passionate about solving these issues because I've seen firsthand how much trouble they can cause down the line. By addressing these root causes, we can save a lot of time, money, and frustration for everyone involved.

**Skip:**

Thanks, Frankie. I think our listeners will appreciate your insights. Join us next time when we'll discuss more challenges and solutions in lead generation.

**Frankie:**

Thanks, Skip. Looking forward to it!

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how LeadScale Engine  
works, email us at:  
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