

If you're asking, "How do I explain my sales process to a Google Ads agency?", start with what happens after someone clicks an ad. An agency needs to understand how your business turns enquiries into customers—not just how many clicks or form submissions you receive.



That context helps the agency choose sensible campaign goals, track meaningful results, and attract people who are more likely to buy. Without it, you may end up paying for a lot of activity that looks good in a report but doesn't help your business.

This guide walks you through what to share, what questions to ask, and how to make sure measurement is in place before advertising spend begins. It also explains why you shouldn't leave out key commercial details such as pricing, retainers, ad spend, and acceptable cost per acquisition (CPA). There are no figures provided here because those numbers depend on your business; the important thing is to give your agency accurate figures in your own onboarding conversations.

Start with the business outcome, not the traffic goal

"We want more traffic" is not a complete advertising goal. More visitors may be useful, but only if they <https://www.zekagraphic.com/how-to-get-the-most-from-a-google-ads-agency> include the right people and lead to an outcome your business values.

Explain what you want Google Ads to contribute to the business. That might be more profitable sales, qualified consultation requests, bookings, quote requests, or new customers for a particular service. Be clear about which products or services matter most, and whether there are areas you do not want to promote.

Then describe how you judge success. For example, does a lead need to meet certain requirements before your sales team considers it worthwhile? Do you care more about booked appointments, completed jobs, or revenue than the initial enquiry? Commercial goals give an agency a practical direction. Vanity metrics—such as impressions, clicks, or a rising number of form fills—may be useful for context, but they are not business outcomes by themselves.

Explain how a lead becomes a customer

Walk the agency through the real process, from first contact to sale. Use normal language and describe what your team actually does. A simple outline might look like this:

1. A prospect searches for a product or service and visits your website.
2. They call, fill in a form, book an appointment, or contact your team another way.
3. A member of your team responds and checks whether the enquiry is a good fit.
4. The prospect receives a quote, attends a consultation, or considers an offer.
5. The sale is won, lost, postponed, or marked as unsuitable.

Your process may have more steps, or fewer. The point is to show where decisions happen and what counts as progress. If your sales team follows up by phone, say who makes the call, how quickly they aim to respond, and what happens when the prospect does not answer. If several people handle a lead, explain how it moves between them.

It's also helpful to describe common reasons a lead does not become a customer. Perhaps the person is outside your service area, has the wrong budget, wants a service you don't offer, or is not ready to buy. These details help an agency understand the difference between an enquiry and an opportunity.

Talk about lead quality as well as lead volume

A campaign can generate more leads and still make your sales team's job harder. That happens when the new enquiries are a poor fit, duplicate existing customers, ask for something you do not offer, or never respond to follow-up.

Agree on a shared description of a qualified lead. It does not need to be complicated. Define the qualities that make an enquiry worth pursuing, such as location, need, eligibility, or intent. If the definition varies by product or service, explain that too.

Also tell the agency how your team records lead outcomes. Do you mark enquiries as qualified, contacted, quoted, won, or lost in your CRM? Are those statuses used consistently? If not, say so. It is better to identify an imperfect process early than to treat incomplete records as reliable evidence.

Ask the agency to distinguish between lead volume and lead quality in reporting. A report should help you answer questions such as: Are we getting the kinds of enquiries we want? Are salespeople reaching them? Which campaigns lead to customers? If a metric does not help you decide what to do next, it may belong on the running list of "metrics with no decisions attached."



Describe your sales cycle length

The **sales cycle length** is the time it usually takes for a prospect to move from first enquiry to a decision. It can be short for a straightforward purchase and much longer for a considered service, large order, or business-to-business sale.

Give the agency a realistic sense of that timing. Explain whether prospects often buy on the first call, need several conversations, wait for a quote, or return weeks or months later. Mention seasonal patterns and any delays that are normal in your business.

This matters because a new lead may not become a customer immediately. If your sales cycle is longer, judging a campaign only by this week's sales can give a misleading picture. The agency may need to look at lead cohorts over time—for example, what ultimately happened to enquiries received during a particular period. Your CRM can help connect the original enquiry with later outcomes, provided the relevant information is recorded and can be matched appropriately.

Make the conversion definition explicit

A **conversion definition** tells everyone what action counts as a result in Google Ads. A form submission, a phone call, a booked appointment, and a completed purchase are different actions. Treating them as equivalent can make performance look better or worse than it really is.

Decide which actions should count as primary business outcomes and which should be treated as useful but earlier steps. For instance, a completed purchase might be a primary conversion, while viewing a contact page is not. A qualified enquiry could be valuable, but only if you have a dependable way to identify it.

Ask the agency to write down each conversion, how it is recorded, and whether it is used to guide Google Ads bidding. Be especially clear about duplicates: if one person submits a form and then calls, should that count as one lead or two? The answer depends on your reporting needs, but it should be deliberate.

Cover phone lead tracking before campaigns launch

For many businesses, phone calls are an important route to a sale. If calls are not measured properly, Google Ads may receive incomplete information about which campaigns are generating enquiries.

Discuss **phone lead tracking** during onboarding. Explain whether prospects call the number on your website, call from an ad, or use multiple numbers. Ask how calls will be attributed, what qualifies as a useful call, and how missed or very short calls will be treated. A call is not automatically a sales lead: it could be a supplier, an existing customer, or a wrong number.

Make sure the approach fits your privacy obligations and internal policies. If call outcomes are recorded in your CRM, ask whether that information can be connected back to advertising in a reliable and appropriate way. Do not assume that call tracking is working just because a call appears in a dashboard. Test it from the ad or website path, and confirm that the result appears where expected.

Share the business context an agency cannot see in an account

Onboarding should be a conversation about the business, not just a request for access to Google Ads. The agency may be able to inspect campaign settings, but it cannot infer your margins, sales capacity, customer preferences, or operational constraints from an ad account.

Prepare information such as:

- Your priority products, services, locations, and customer types.
- What makes your offer different and which alternatives customers compare.
- Typical customer questions, objections, and reasons for choosing you.
- How much work your team can currently handle and whether capacity changes seasonally.
- Any regions, services, or customer types you need to exclude.
- What happens after an enquiry, including follow-up responsibilities and timing.

Be candid about limitations. If the sales team has a backlog, if lead statuses are not consistently updated, or if some services are more profitable than others, say so. This gives the agency a chance to plan around reality rather than build a strategy around assumptions.

Do not leave out the commercial numbers

A common onboarding mistake is to discuss goals without giving the agency the figures needed to understand whether those goals are commercially sensible. This article does not provide pricing, retainers, ad spend figures, or CPA numbers, because those vary by company, market, offer, and scope. But you should be prepared to discuss your own numbers directly with a prospective agency.

At minimum, clarify how your products or services are priced, whether you charge one-time fees or retainers, what advertising spend is available or under consideration, and what cost per acquisition would be sustainable. If you do not know your acceptable CPA, say so and share the information that can help estimate it, such as average order value, close rate, repeat purchase behavior, or gross margin.

Those figures do not have to become public details in a blog post or proposal. They do need to be discussed privately and accurately enough for the agency to make recommendations. Without them, an agency may be able to report activity, but it cannot confidently assess whether the advertising is contributing to a healthy business result.

Get measurement and tracking in place before spend

Before campaigns go live, confirm that the measurement setup reflects the sales process you just explained. This is the point where you catch problems such as forms that do not record properly, purchases counted twice, phone calls missing from reporting, or leads that cannot be matched to later sales.

Ask for a plain-language tracking plan that covers:

- Which actions will be measured and which are primary conversions.
- Where each action is recorded, including the website, Google Ads, and CRM.
- How phone calls and form enquiries will be checked.
- How duplicates, spam, and unqualified enquiries will be handled.
- Who will test the setup and how often it will be reviewed.

Then test the key actions before relying on the data. Submit a test form, check the confirmation process, and verify that the event appears in the expected places. Test the phone journey as well. An agency should be able to explain what has been verified and what remains uncertain.

Set a useful reporting rhythm

Agree on how often you will review results and who needs to attend. A good report connects advertising activity to business outcomes, explains what changed, and identifies what needs attention. It should not be a pile of tables and screenshots without a decision attached.

Ask the agency to separate what is known from what is still being learned. If a sales outcome has not had enough time to mature, the report should say so. If lead quality cannot yet be measured because CRM records are incomplete, that should be clear too.

At each review, ask: **“What would you do differently next week?”** The answer should connect to evidence and your commercial priorities. If the proposal is to change several unrelated things at once, ask how you will know which change made a difference. A useful test changes a manageable number of factors and has a clear way to judge the result.

Questions to ask a prospective agency

Whether you speak with a specialist such as ClickSlice (clickslice.co.uk), another Google Ads agency, or an independent consultant, use the conversation to test how they think about your sales process. If a designer or brand partner such as Zeka Design (Zeka Graphic) is involved, share the same customer and offer context so that advertising and creative work are aligned.

- How will you define a qualified lead for our business?
- How will you account for our sales cycle length?
- What do you need from our CRM to connect enquiries with sales outcomes?
- How will phone lead tracking be tested?
- Which conversions will guide optimization, and which will be reported as supporting information?
- What assumptions are you making about our pricing, capacity, and acceptable CPA?
- What would you need to verify before recommending more spend?

Look for direct answers in everyday language. You do not need to know every advertising term. You do need to understand what the agency plans to measure, what it believes success means, and how that connects to your sales process.

A simple way to prepare for onboarding

Before your first working session, write a one-page outline with your commercial goals, ideal customer, lead qualification rules, sales stages, sales cycle length, follow-up process, and current tracking gaps. Include the commercial numbers the agency needs to assess viability, even if you are sharing them privately rather than publishing them.

Then ask the agency to play the process back to you: where the lead starts, what counts as a meaningful conversion, how quality will be judged, and how a later sale will be connected to the original campaign. Correct anything they misunderstand before launch.

Explaining your sales process well does not require a polished presentation. It requires an honest account of how your business wins customers and a shared agreement about how results will be measured. When that foundation is clear, Google Ads can be managed toward better business decisions—not simply more traffic, clicks, or unqualified enquiries.