Improving Lead Quality through Nurturing and Sales Alignment

Enterprise technology services | Enterprise markets

Objective: Improve the quality and usefulness of marketing handoffs before increasing acquisition volume.

Anonymised interview assignment. Recommendations, roadmaps and any modelled targets are proposed.

TARGET AUDIENCE

Decision-makers and technical evaluators with a relevant service need. Marketing and SDR teams responsible for enquiry qualification and nurture.

STRATEGIC CHOICES

Define qualification with Sales. Score company fit and verified buying signals.

Qualify within the campaign path. Use service-specific pages and relevant form questions to collect role, use case and timing without making every visitor complete an unnecessary long form.

Nurture by readiness. Separate new enquiries, engaged researchers and buyers seeking a discussion.

Close the rejection loop. Review rejected handoffs by source, message and service line.

30-60-90-DAY ROADMAP

Days 1-30	**Establish the definitions.** Agree the ICP, buying roles and stage criteria.
Days 31-60	**Activate the qualification system.** Pilot fit and intent scoring, service pages and segmented nurture.
Days 61-90	**Improve conversion with evidence.** Review cohorts with the business-unit owners.

MEASUREMENT

MQL acceptance rate and reasons for rejection. Time to first meaningful sales response. MQL-to-SAL and SAL-to-SQL conversion. Qualified opportunities by source and service line.

VALIDATION BEFORE SCALE

Increase acquisition spend after the qualification and follow-up system consistently produces useful sales conversations.