

Demand Generation Operational Dashboard

A dashboard to drive noise out of the MQL vs., SQL Lead Scoring Process

You can drive alignment with Sales and Marketing by agreeing that "declared" intent like a demo request is THE best signal someone is ready to buy and be handed off from marketing to sales. With a CLEAN line of site to what KIND of declared intent they have, you can see the quality of one kind of request for contact from another, how fast it is going to move, and how long it will take to drive pipeline.

New Logo							
Demand Stream Type	MQLs	SQLs	SALs	SQL Conversion Rate	SAL Conversion Rate	Ave SQL Velocity	Ave SAL Velocity
What is the last thing they did -- contact us, pricing request, trial, etc. - - DON'T lump them all together in one generic "MQL" Bucket	MUST be "declared intent" - demand capture - Contact US, Demo, etc.	Be CLEAR on the SLA with hand off for sales, why it should be qualified, why it should be accepted as an SAL	Be clear when something is accepted, what the SLA is for follow up	This let's you see how fast each type of MQL or MQA or what ever did and know "which type of horse converts better "	This lets you see how fast each type of prospect is moving and begin to anticipate the pace of your pipeline by various sources	This metric is critical in letting you see which lead source is faster and begin to anticipate pipeline build	This helps you get down to what leads are ACTUALLY making it through, how much they convert and how fast they move -- driving out "vanity" metrics of MQLs or As or what ever you want to call them
Contact us							
Demo request							
Free trial							
RFP request							
ETC...							
Total:							
Montly Goal:							

You MUST have separate swim lanes for New Logo, Customers/Upsells and Partner Led Leads -- Critical to seeing momentum in each path to market, what is moving most quickly

Customers/Upsells							
Demand Stream Type	MQLs	SQLs	SALs	SQL Conversion Rate	SAL Conversion Rate	Ave SQL Velocity	Ave SAL Velocity

Contact us							
Demo request							
Free trial							
RFP request							
ETC...							
Total:							
Monthly Goal:							

You MUST have rigor in your ability to see the volume, conversion rate and velocity of prospects in EACH path to market to ensure "things aren't being dropped," be able to compare conversion rates, understand velocity, and contribution to pipeline.

Partner Leads/Influenced Leads							
Demand Stream Types	SQLs	SALs	SQL Conversion Rate	SAL Conversion Rate	Ave SQL Velocity	Ave SAL Velocity	
Contact us							
Demo request							
Free trial							
RFP request							
ETC...							
Total:							
Monthly Goal:							