

Lead Wars: Quality vs. Quantity

What's the point of 500 leads if they don't convert? Half of them aren't even the right fit!

LEADS: 500
FOLLOW-UP CALLS: 2

We're bringing them in! Maybe you should follow up?

Whose job is it to qualify them??

They've got a point though. Most of our leads aren't sales-ready.

They're at it again.

MEETING IN PROGRESS

Yep. Same argument, different quarter.

LEADS: 500
FOLLOW-UP CALLS: 2

If the right leads aren't flagged properly, we waste time chasing bad ones.

Lead nurturing is a process. We can only take a lead so far. If Sales isn't following up the right way—or at the right time—it won't work.

So... what if we agreed on a clear definition of a 'sales-ready' lead?

Deal. If we align on qualification criteria, we both win. Better leads, better conversions, fewer wasted opportunities.

CRASH

LEADS: 500
FOLLOW-UP CALLS: 2

YELL

SHOUT

Think we should tell them?

Nah. Let's give them a few more minutes.

How to Align Sales and Marketing for Maximum Impact

If you want to close the gap between B2B marketing and sales, consider these strategic steps:

1
Define shared goals – Establish clear KPIs for lead generation, conversion rates and revenue targets.

2
Improve communication – Schedule regular meetings and use collaborative tools to track lead progress.

3
Create an ideal customer profile – Align sales and marketing on the types of leads to target.

4
Nurture leads effectively – Sales should work closely with marketing to guide prospects through the funnel.

5
Use data-driven decision-making – Analytics should inform both sales strategies and marketing campaigns.

The Role of Expert Support

Successfully integrating business development and marketing requires expert guidance. At Definition Consulting, we specialise in aligning sales and marketing for UK SMEs, helping businesses create a seamless strategy that drives lead generation, increases ROI and delivers measurable results. Our tailored approach ensures that your teams work in sync, improving efficiency and boosting revenue.

Take the Next Step

If your business is experiencing a disconnect between Sales Managers and Marketing Managers, it's time to take action.

Definition Consulting can help you build a cohesive, results-driven strategy that maximises growth.

Contact us today on
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**Let's talk
about how
we can
help.**