

Lead score framework: Lead, Radar, Research, Revenue

Lead

<25 points

Definition:

These leads have not yet shown any real purchasing intent or have accrued negative score through inactivity or bad fit indicators. They should remain part of your marketing audience with no further sales action until they show a more clear intent to purchase (accruing more points).

Owner:

Marketing (inactive owner)

Actions:

We will let the marketing machine work on these (by sending newsletters and targeting them with ads)

Lifecycle stage:

Lead

Radar

25-49 points

Definition:

These leads are starting to show an interest in our products. They should be on your radar, but likely still need some nurturing.

Owner:

Marketing

Actions: Manual

Monitor the leads weekly to get an idea of the marketing pipeline.

Actions: Automatic (email)

Enroll in *Lead Nurturing Email Flow* and target with product/feature specific ads

Lifecycle stage:

MQL

Research

50-74 points

Definition:

These leads are actively showing interest in you and your products and might already have been engaging with your product.

Owner:

Inside sales

Actions: Manual

Actively monitor. Research who they are, how they got here and whether you need to gather additional info.

Actions: Automatic (sequence)

Enroll in *Book Demo or Start Trial Sequence* in the name of the lead owner.

Lifecycle stage:

MQL → PQL

Revenue

75+ points

Definition:

These leads continue to show buying intent. If they are not already customers or talking to sales, they should be.

Owner:

Sales

Actions: Manual

Assess fit. If good, hand over to sales. If bad, put in quarantine (if timing is not right) for further nurturing.

Actions: Automatic (sequence)

Let sales work their magic.

Lifecycle stage:

PQL → SQL