

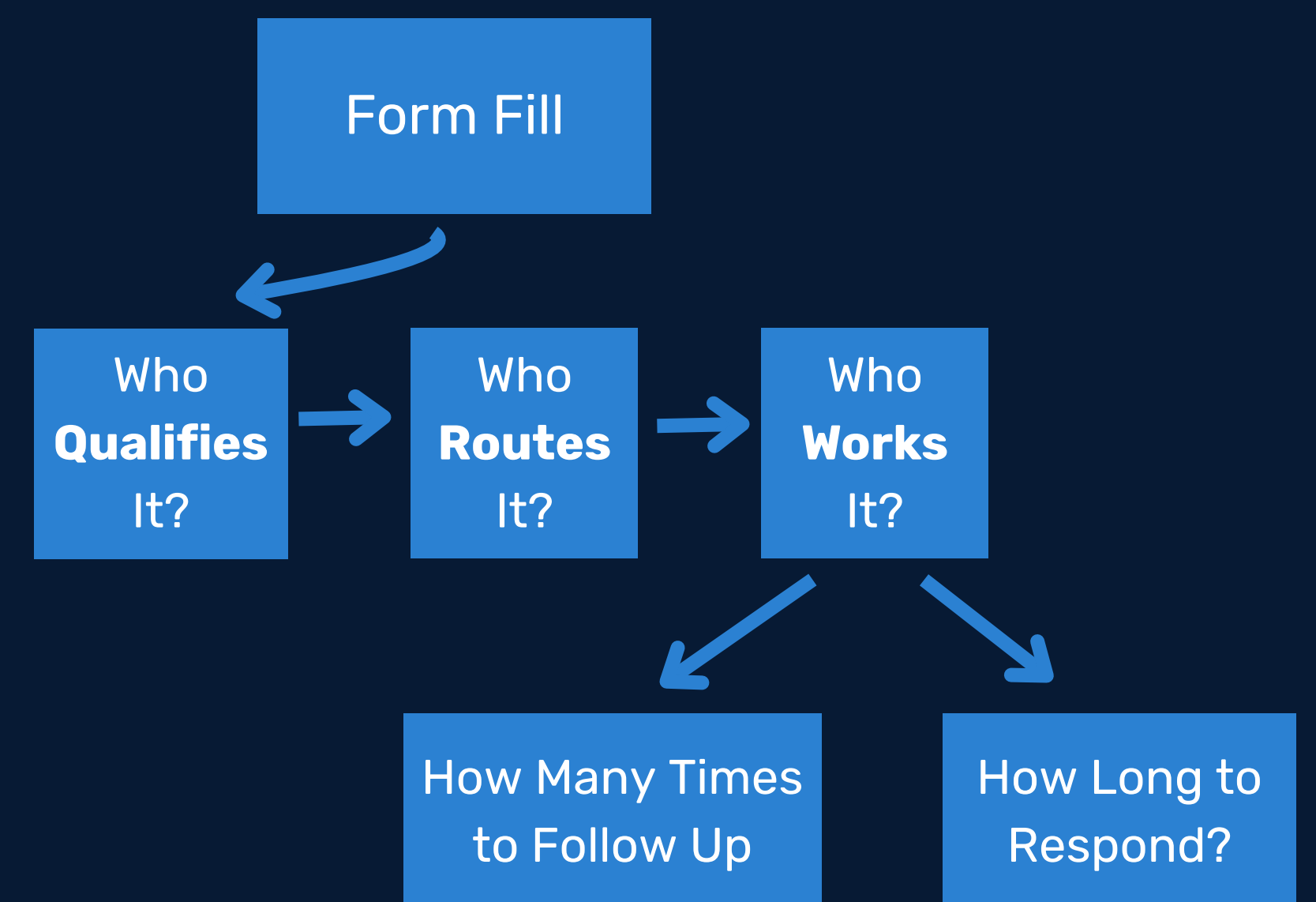
# 9 Steps to Improve Lead Conversion



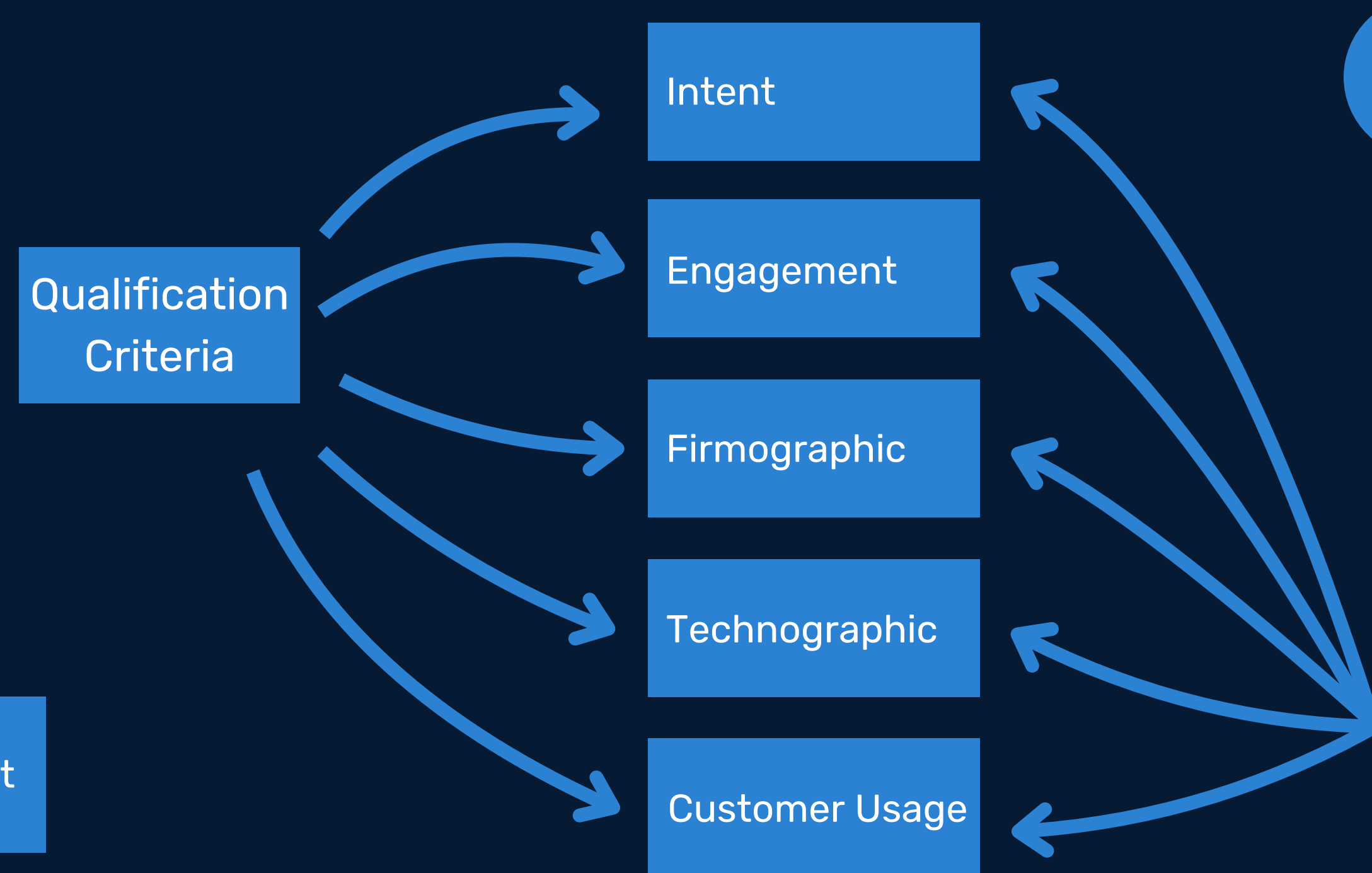
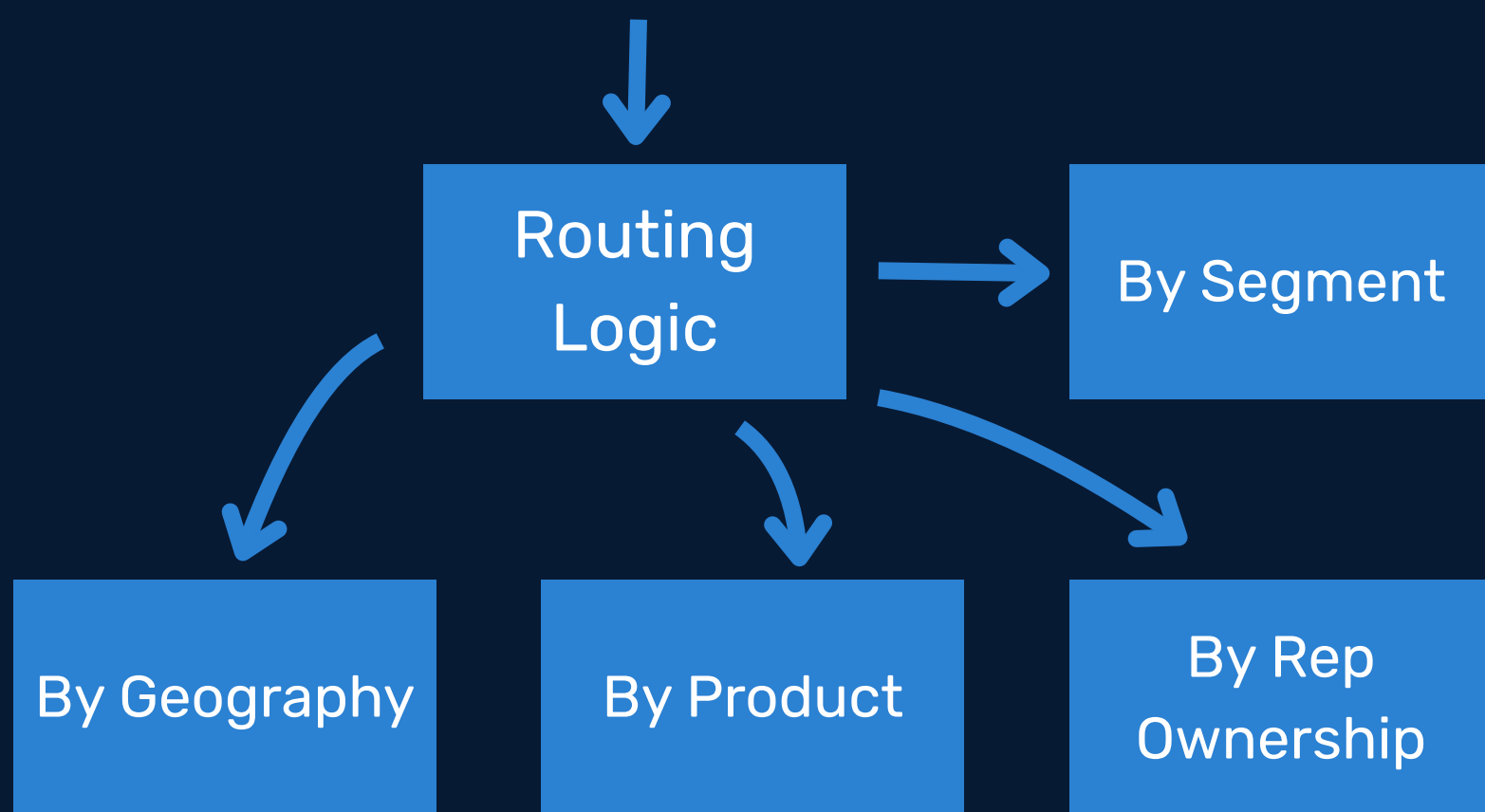
[Click here for the full article.](#)

**1 Separate Hand Raisers**  
Immediately route explicit demo requests to top reps; qualify everyone else separately.

**2 Map the Lead Management Process**  
Clearly define every step from lead capture to conversion.



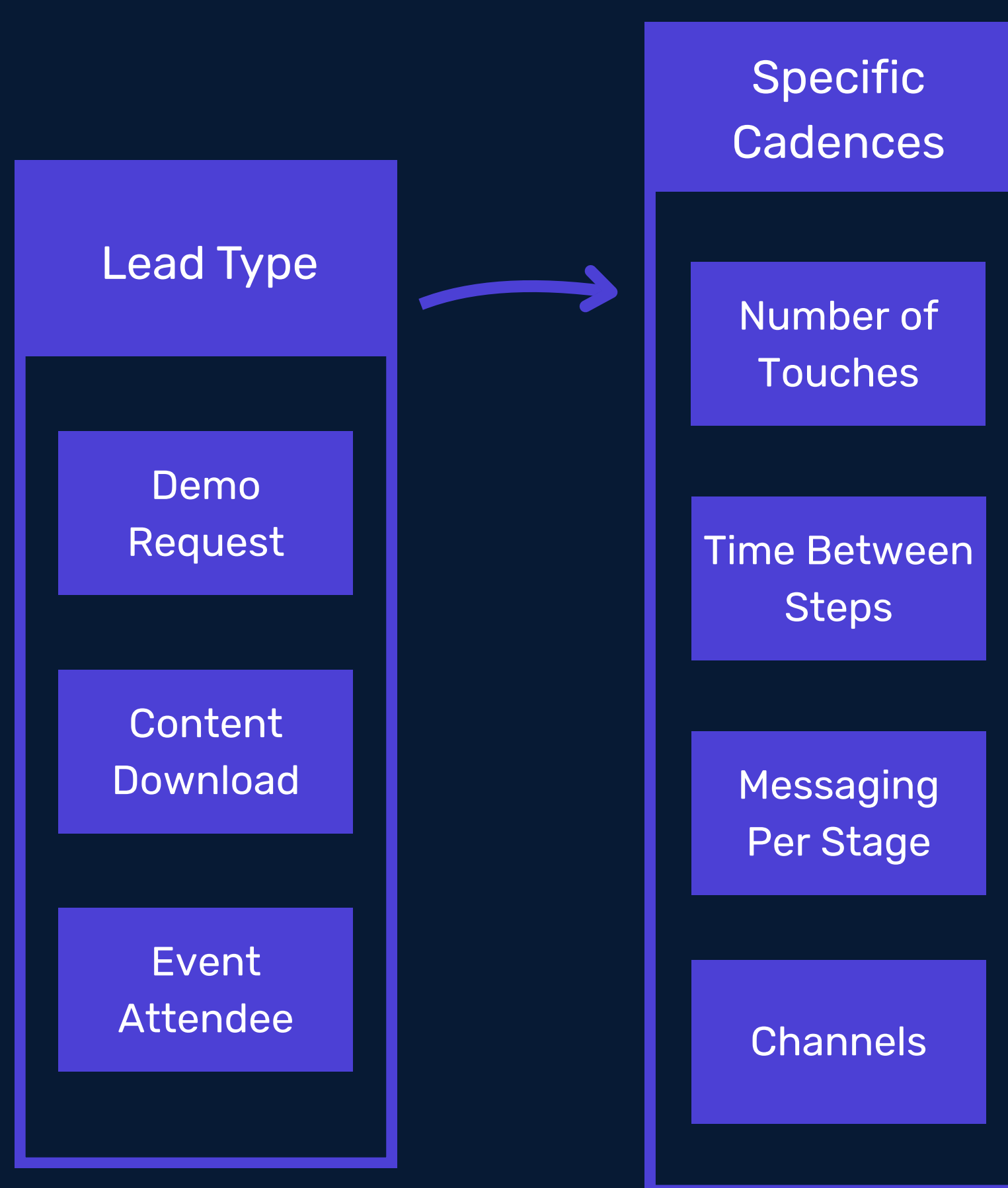
**3 Define Lead Qualification and Routing Rules**  
Set clear criteria for qualifying leads and routing them efficiently.



**4 Implement Lead Scoring to Prioritize Follow-Up**  
Score leads based on fit and intent, prioritizing urgent follow-up.

Create scores for each data signal

**5 Build the Follow-Up Cadence**  
Develop tailored follow-up sequences by lead type with defined touches, timing, messaging, and channels.



**6 Leverage Automation for Immediate Response**  
Use automation tools to immediately acknowledge leads, ensuring rapid response.

**7 Set SLAs Between Marketing and Sales**  
Establish clear expectations and accountability on lead response and follow-up frequency.

- How fast reps must respond
- How many times they must follow up
- What happens if they don't

**8 Monitor Execution in the CRM**  
Track response times, touches, and conversions systematically to enforce compliance.

**9 Optimize the Funnel with Real Data**  
Continuously refine scoring, routing, messaging, and marketing alignment based on actual performance data.

