

HOW TO: INCREASE B2B SALES ACCELERATION THROUGH LEAD QUALITY AND PRIORITIZATION

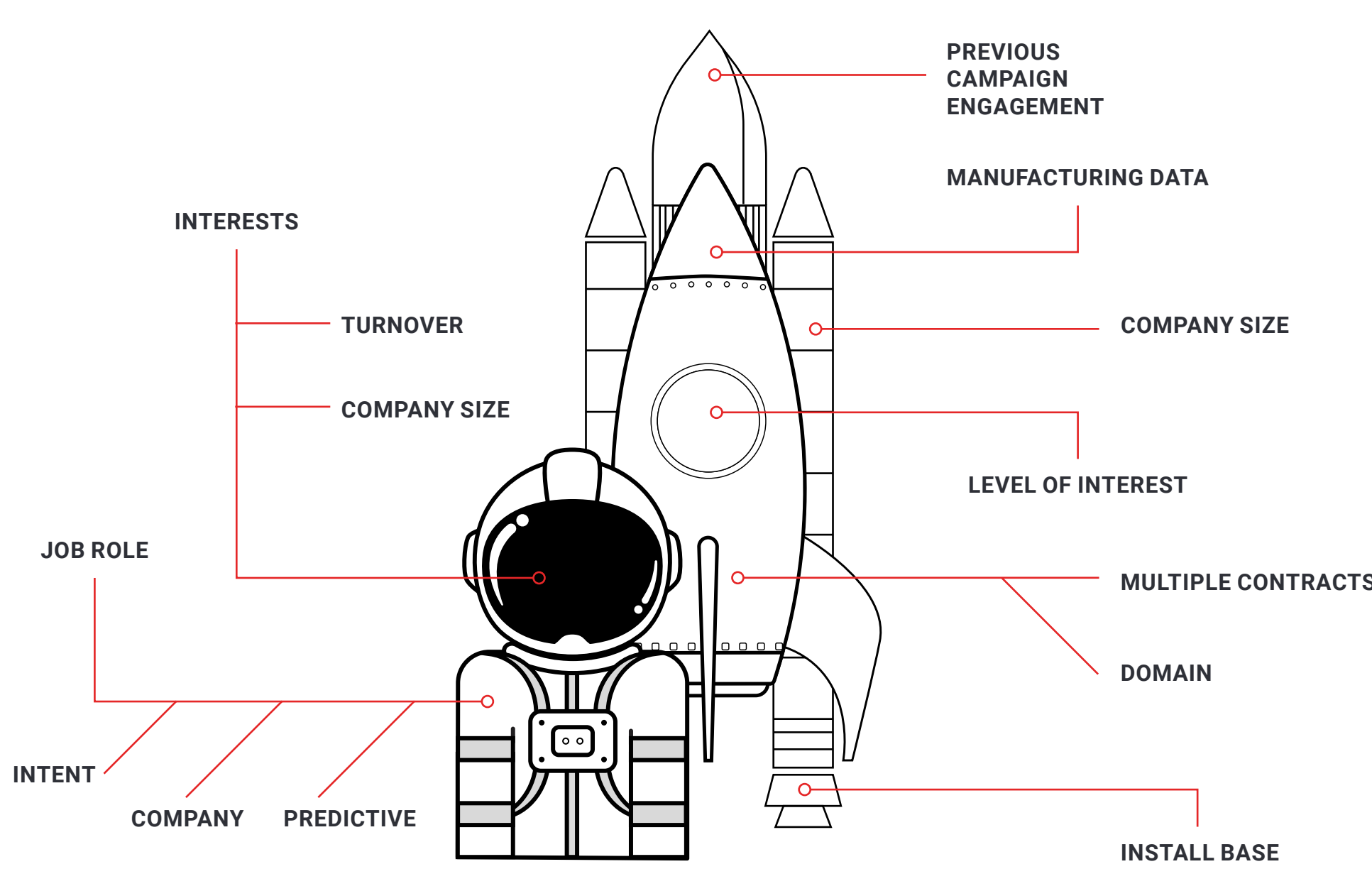


Effective lead generation comes down to quality, not quantity. Read on to identify what a high-quality lead looks like and how to not only prioritize these, but effectively nurture them to help move your top of funnel leads through to becoming SQLs.

KNOW WHAT GOOD LOOKS LIKE TO YOU

Using a variety of data points should help you develop an in-depth profile of who your audience is, where they work, what their job role entails, what they are interested in, what challenges they face, and what content is most relevant for them.

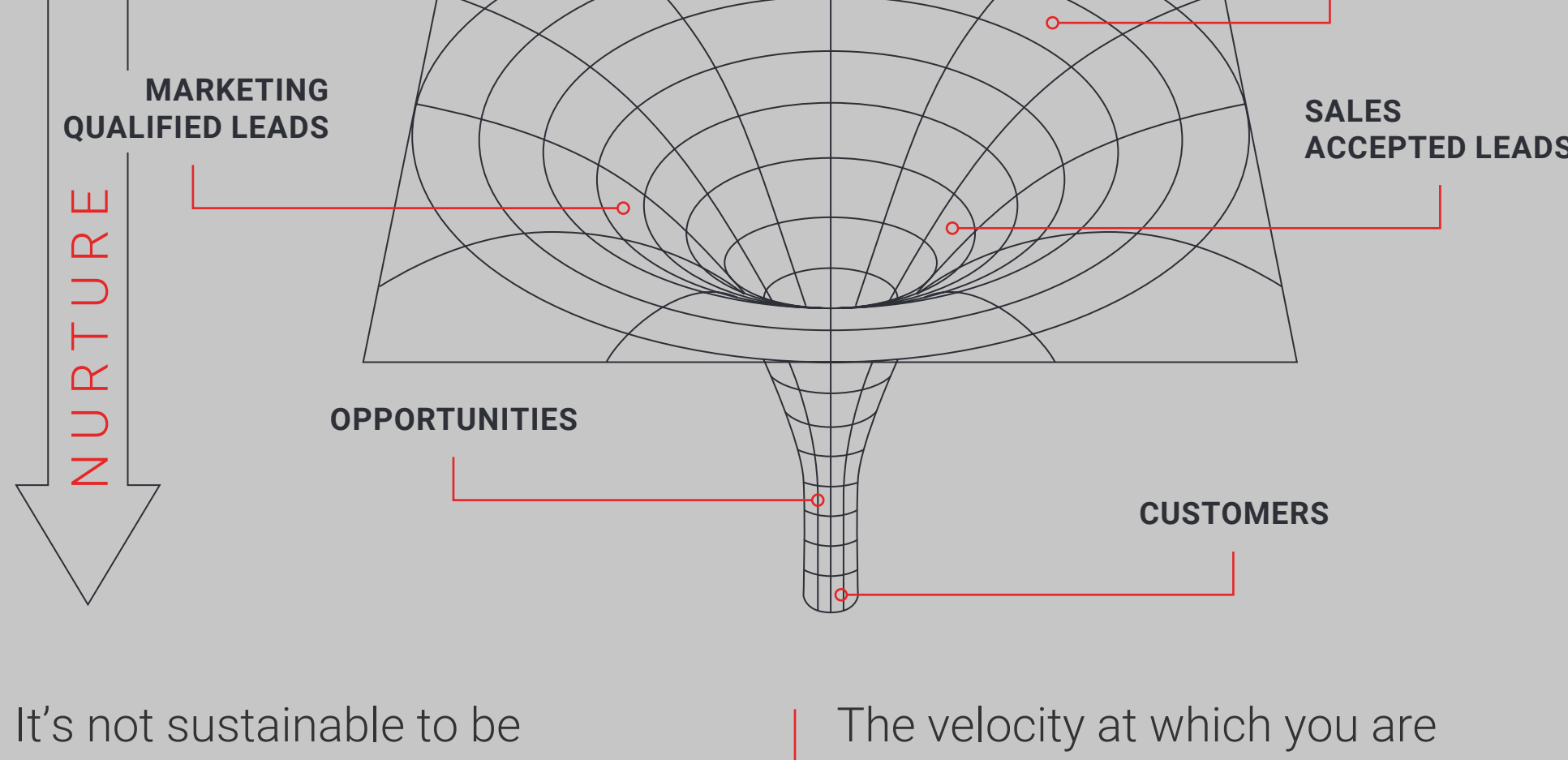
Understanding how leads have been generated, the content your prospect is engaging with and where they are likely to be in their purchase journey significantly influences how leads should be treated.



WHY LEAD QUALITY IS SO IMPORTANT

- Prevent wasted time and resource
- Increase conversion rates
- Increase efficiency
- Provide a more focused and consistent sales process
- Motivate sales teams

PRIORITIZE YOUR LEADS THROUGH NURTURE



It's not sustainable to be permanently bottom feeding, brand awareness and thought leadership activity will help keep creating top of funnel leads so you have a constant flow.

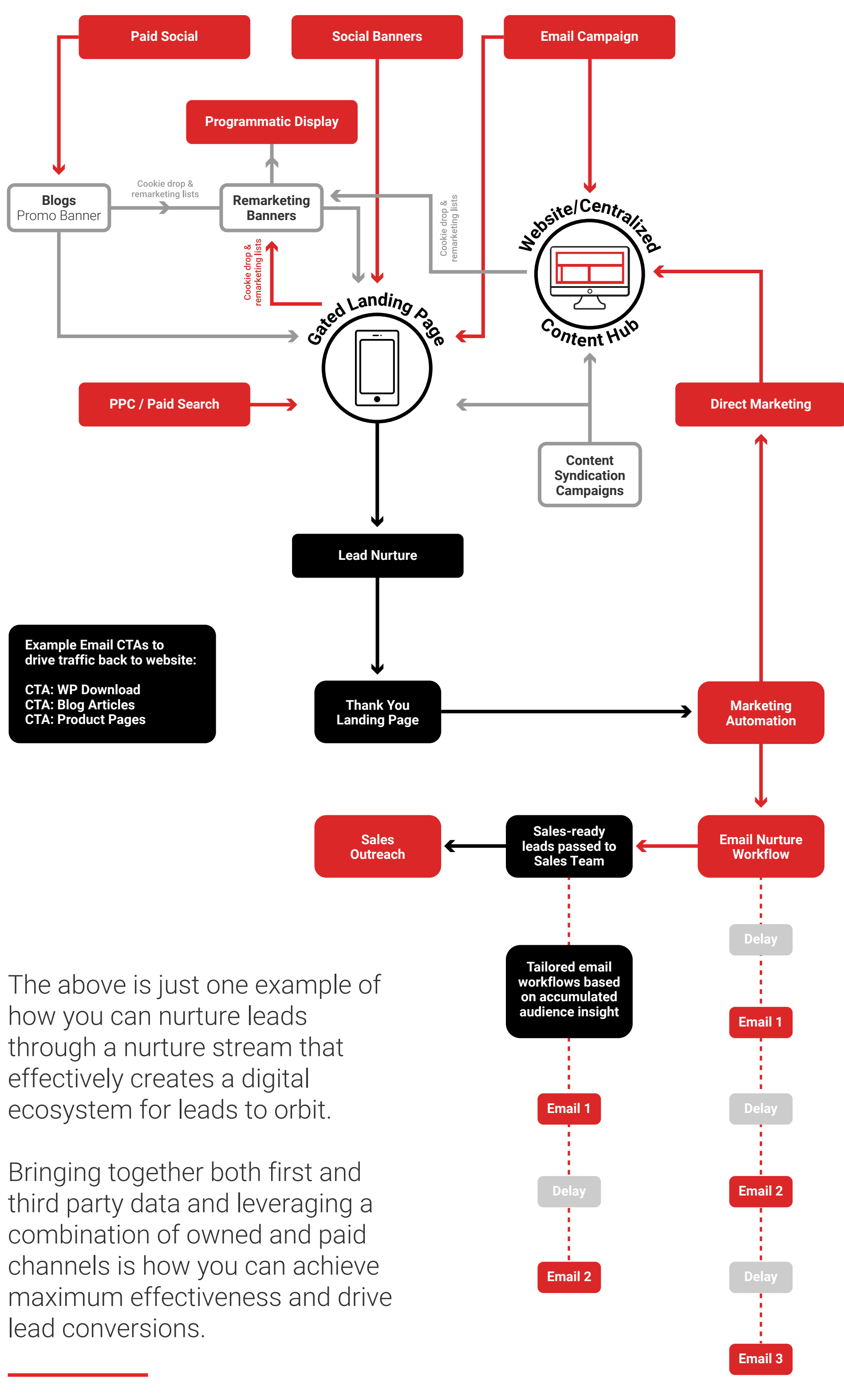
Know when leads need to be nurtured and when they're ripe for the picking. Prioritize following up with leads that have engaged with enough content and score highly enough to ensure you don't put off prospects that aren't ready to engage yet with Sales.

The velocity at which you are able to push leads into becoming SQLs is what is really important.

The faster you're able to convert **Leads > MQLs > SQLs > Opportunities**, the sooner you'll start to make a real impact on Sales Acceleration.

This is where a customised nurture strategy comes into play.

BUILD A NURTURE STRATEGY THAT WORKS FOR YOUR DIGITAL ECOSYSTEM



The above is just one example of how you can nurture leads through a nurture stream that effectively creates a digital ecosystem for leads to orbit.

Bringing together both first and third party data and leveraging a combination of owned and paid channels is how you can achieve maximum effectiveness and drive lead conversions.

Much like your targeting, creating multiple nurture streams to align to different personas, product interests and buying stages with content that resonates will help maintain momentum in accelerating B2B sales.

Drawing on our existing first party research conducted among senior B2B marketing professionals in our **Insights for Professionals (IFP)** community, discover **7 tried-and-tested strategies to drive B2B Sales Acceleration** in 2022 and beyond...

THE 7-STEP GUIDE TO
**SALES
ACCELERATION**
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