STRAT-EXX DECISION BRIEF

DEMAND TO SALE • CMO • SPRINT • FROM 6 WEEKS • CONVERSION SYSTEM

Convert more paid demand into qualified sales opportunities.

When Demand to Sale creates the greatest value

Marketing generates leads, but too few convert into qualified sales opportunities, reliable pipeline, and revenue. Qualification, handoffs, and follow-up vary by team. The critical question is where demand you have already paid for is being lost.

Specifically, you need to

DECIDE	BECAUSE ...
• Which leads become sales-ready and progress into credible opportunities	• inconsistent qualification creates debates about volume instead of sales opportunities.
• Who owns each lead, when, and how it is progressed	• unclear ownership and slow response times erode demand you have already paid for.
• Which nurturing and follow-up paths improve conversion	• leads get lost between systems, teams, and sales stages.

VALUE DRIVER 1 · DESIRED BUSINESS OUTCOME

For every relevant lead, the path to a sales opportunity is clearly defined.

You gain a manageable conversion system—not more lead volume:

- **Marketing and Sales qualify against the same logic.** Fit, intent, buying triggers, and maturity determine which demand is sales-relevant.
- **Every lead has an owner, a next action, and a response time.** Nurturing, handoffs, and follow-up consistently lead to an opportunity—or a well-founded stop.

VALUE DRIVER 2 · HIGH DECISION CONFIDENCE

Your conversion decisions are sound because real lead journeys expose the leaks.

The Demand-to-Sale Operating Model answers three critical questions:

- **Define sales-relevant demand.** Buying triggers, Ideal Customer Profile, intent, fit, and maturity are combined in one qualification logic.
  Outcome: less debate over lead volume and greater clarity on high-value opportunities.
- **Prove the conversion leaks.** Actual lead and opportunity journeys are analyzed across qualification, handoffs, nurturing, follow-up, and sales stages.
  Outcome: visible conversion leaks instead of blanket blame.
- **Decide the next action.** At each funnel stage, ownership, response time, next step, nurturing path, and escalation are defined.
  Outcome: a manageable path from paid demand to pipeline and revenue.

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VALUE DRIVER 3 · RAPID DECISION

Within approx. 6 weeks, a clear, binding path from marketing lead to revenue is in place

The sprint moves you from inconsistent lead handling to clear conversion decisions grounded in real cases.

- **Week 1: Make conversion leaks visible.** Funnel data, definitions, actual lead journeys, and pipeline contribution are assessed systematically.
- **Weeks 2–3: Agree the common logic.** Qualification, ownership, handoffs, nurturing, and response times are defined and agreed.
- **Weeks 4–6: Activate and manage.** Playbooks, the SLA, conversion KPIs, and the 90-day plan are validated in real cases.

> **Sprint principle.** First prove the leak, then agree definitions and ownership, then activate with real leads. Increase media spend only once the path to revenue works.

VALUE DRIVER 4 · LEAN CLIENT COMMITMENT

Marketing and Sales work with existing leads and systems.

Strat-Exx consolidates existing funnel, CRM, and pipeline data into one conversion logic—without a new tool or automation project.

Your organization contributes only four things:

- existing funnel, CRM, campaign, and pipeline data,
- actual lead and opportunity journeys from priority segments,
- input from Marketing, Sales, Sales Operations, and business-unit leadership,
- decisions on definitions, ownership, handoffs, and response times.

VALUE DRIVER 5 · CONTAINED INVESTMENT RISK

No new tool or incremental budget until the conversion leak is clear.

The greater risk is not buying fewer new leads. It is sending more demand into a funnel that already loses paid leads through unclear definitions, ownership, and follow-up.

The sprint contains that risk:

- Qualification and handoffs are validated against actual lead journeys.
- Each funnel stage has an owner, response time, next action, and escalation path.
- Quick wins start immediately; automation follows only once the logic works.
- Conversion is measured through to a sales-ready opportunity and closed business.

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Proven experience. At an industrial company with approximately €900 million in revenue, positioning and demand modules were aligned to four growth fields. Pipeline contribution became measurable for the first time, and qualified demand rose by about 30% within two quarters.

By the end of the project, every decision is backed by tangible evidence:

A. a fully integrated **Demand-to-Sale funnel** from marketing lead to sales opportunity,
B. a shared **qualification logic** for lead, sales lead, opportunity, and next action,
C. **an agreed** Marketing–Sales SLA with roles, handoffs, and response times,
D. concrete **nurturing, follow-up, and escalation playbooks** for the most critical funnel stages,
E. a **conversion dashboard** covering leaks, leading indicators, and pipeline contribution,
F. a **90-day activation plan** for the highest-impact conversion levers.

The measure of success. What matters is not the number of additional leads, but how much paid demand converts into qualified pipeline and actual revenue.

How much paid demand do you lose between marketing lead and actual revenue?

YOUR CONTACT



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CONFIDENTIAL STRATEGY CALL

30-Minute Conversation

Via Google Meet · book anytime

calendly.com/clemens-oertel-strat-exx/30min

SCAN & BOOK

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