

7. Do you have a comprehensive lead flow system that effectively acquires leads, qualifies them, sends them to the appropriate sales person, and then follows up on those leads over time?

Equally important, and similar to, a Sales Process, an effective lead flow system will help improve the sales process. It helps ensure the Marketing and Sales departments are working together and able to acquire, qualify, dispatch and close leads, effectively and efficiently. Only 26% of the survey respondents have a good system that works well. 75% of the respondents have a partial system that needs improvement or no system at all. This can have a direct correlation to, and effect on, sales success and achieving revenue goals. With a poor system, unqualified leads can waste Sales' time, leads don't get followed up on, and customer retention strategies suffer. It is probably no coincidence that 63% of the respondents in question # 3 have limited or no sales process or methodology. Lead flow systems and sales processes work hand-in-hand.

