

INQUIRY RESPONSE MANAGEMENT



	Identify & Establish	Lead Mgmt. & System Connectivity	Rapid Response to Inquiries	Analysis	ROI
Motions	Data analysis to determine inbound flow buyer behavior, and current vs. projected pipeline and revenue impact	Design system integration and intelligent hand-off process	L2 Inside Sales Rep driving Qualified Leads, Pipeline Growth and Setting Appointments	Review leading and lagging indicators by region, team, product type, marketing message and response time and touch cadence	Determine performance baselines and projections during analysis
Metrics	Current revenue growth % Lead value Opportunity value Win value	# Successful leads transferred Conv % for accepted leads	Speed to Response Reach Rate Conversion Rate Win Rate Current revenue growth % Lead value Opportunity value Win value	Speed to Response Reach Rate Conversion Rate Win Rate Revenue growth % Lead value Opportunity value Win value Competitive insights, verbatims	Attainment to goal across waterfall metrics
Results	Trackable book of business	Ensure optimal response time and lead follow up	Achieve at or above baseline performance when measured on pipeline and revenue impact.	Inflight and post mortem recommendations	7x – 20x ROI