

● REVENUE GROWTH & PERFORMANCE

Lead Nurturing and *Lead Scoring.*

Rebuild lead scoring and nurture around real intent signals, so your team reaches accounts the moment they're ready.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

Lead Nurturing and *Lead Scoring*.

Rebuild lead scoring and nurture around real intent signals. For B2B teams whose timing, not targeting, is letting good leads slip away.

THE PROBLEM ON YOUR DESK

Most teams target the right accounts, just at the wrong time. Targeting is rarely the problem; timing is. Most scoring models are built once and never re-tuned, even as products, buyers, and signals change. A stale model misreads intent and routes good leads to dead ends.

OUR THESIS

Most teams target the right accounts. *Just at the wrong time.*

What the engagement covers

01 · THREE CONNECTED DISCIPLINES

01

Scoring & nurture tuned to intent

A scoring model that reads the signals that actually predict a deal, and nurture sequences that move on those signals instead of a fixed drip.

02

Marketing and sales aligned

Shared definitions, a clean handoff, and one view of a sales-ready lead. We close the friction at the seam where most good leads quietly die.

03

SDR enablement in the moment

AI-augmented outreach so SDRs spend their time on the accounts showing real intent, with the context to make the first touch land.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A review of scoring model and nurture performance
- ✓ A rebuilt scoring model anchored in real intent
- ✓ Redesigned, signal-driven nurture sequences
- ✓ Shared definitions and a clean sales handoff
- ✓ AI-augmented SDR outreach and enablement
- ✓ Built inside Marketo, HubSpot, Salesforce, or Eloqua

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Sharper lead quality, *built on real signals.*

02

Nurture that *converts, not goes quiet.*

03

Sales and marketing *aligned on ready.*

04

Sales handed *pipeline, not a list.*

“

The score went from a number sales ignored to the first thing they checked.

VP OF DEMAND · B2B SAAS

Re-tune *your scoring*.

Book an audit of your scoring model, nurture sequences, and sales handoff.

Book a session →

demandspring.com/contact