

THE FAST DIAGNOSIS

More leads. Same revenue.

The quick conclusion is often:

“Lead quality has declined.”

Maybe. But these two figures alone do not prove it.

LEADS

MORE
VOLUME

REVENUE

SAME
REVENUE

THE ACTUAL PROBLEM

Not the metric. The premature explanation.

MARKETING

"Sales does too little
with our leads."

SALES

"Marketing brings us
the wrong leads."

Before debating this, you need one different piece of information:

Where does the additional volume stop moving forward?

The same starting point can have three entirely different causes.

CASE 1

More leads. Hardly any more relevant demand.

BEFORE

100 leads

30 are relevant

TODAY

180 leads

34 are relevant

Volume grows sharply. Relevant demand barely moves.

Not: "Our leads are bad."

Instead: Most of the additional volume is not the demand you need.

Possible causes: a broader channel, expanded targeting, a less precise offer or a changed lead mix.

CASE 2

The companies fit. The expectations do not.

MARKETING ASKS

Does this contact
fundamentally fit us?

SALES ASKS

Is there enough reason
for a sales conversation now?

Both questions are valid. The problem starts when both teams believe they are assessing the same criterion.

THE FASTEST TEST

Review 10 disputed leads. Does the lead fundamentally not fit, or does it fit while timing or urgency is missing?

CASE 3

More reaches the pipeline. But not the close.

BEFORE

20 opportunities

5 wins

TODAY

30 opportunities

5 wins

More pipeline is only better when it also creates more revenue.

Now ask:

- Weaker opportunities?
- Opportunities opened earlier?
- Changed deal size?
- Longer decisions?
- Recurring loss reasons?
- Offer or competition changed?

THREE CAUSES

Same starting point. Three different next steps.

01

Hardly any relevant demand

Examine source, target group and offer.

02

Relevant leads stall at the handoff

Examine expectations, qualification and ownership.

03

More opportunities, but no more wins

Examine opportunity quality, sales process, offer and loss reasons.

You only know this: Somewhere between demand and revenue, the additional effect is lost.

THE BETTER SEQUENCE

First locate. Then understand. Then act.

1

LOCATE

Where does the additional volume first stop moving forward?

2

UNDERSTAND

What exactly changed at this point?

3

ACT

Only now choose the appropriate action.

Otherwise, you may optimize marketing, sales, the handoff or lead volume at the wrong point.

CONCLUSION

Numbers show you where to look. Not automatically why.

- 01 Do not assume a cause first.
- 02 Find the point where the system changed.
- 03 Investigate the cause and choose the action.

BETWEEN MARKETING AND SALES

Alignment Check

See where qualification, handoffs or ownership break down in your organization.

[Start Alignment Check](#)