Category

Commercial Excellence

Lead Management, Scoring & Conversion Funnel Excellence Playbook

Building a lead scoring model validated against actual conversion, not intuition about what a good lead looks like

- Practitioner
- Intermediate
- Template Included

- Administrator
- 16 February 2022
- 3 minute(s)

Overview

A framework for lead management, scoring, and conversion funnel excellence — building lead scoring models validated against genuine historical conversion data, and managing the full funnel with consistent stage definitions, avoiding lead scoring based on intuitive assumptions that don't hold up against actual conversion patterns.

If a lead scoring model uses reasonable-sounding criteria (company

size, engagement level), is validation against actual conversion really necessary? Yes — intuitively reasonable scoring criteria don't always correlate with actual conversion in your specific business, and validation against genuine historical data often reveals surprising

gaps between assumed and actual predictive factors.

What's the most common lead scoring model failure mode?

Scoring criteria based on assumption rather than validated historical correlation, producing a model that looks sophisticated but doesn't actually predict conversion better than simpler or different criteria would.

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