

## Case Study

### ***Transforming a Fragmented Multi-Channel Outreach into a Predictable B2B Lead Engine***

#### **Client Profile**

- **Industry:** IT Services / ERP / B2B SaaS
- **Business Size:** ₹5–25 Cr SME
- **Sales Model:** High-AOV B2B Solutions
- **Channels Active:** LinkedIn Outreach, Email Marketing, Tele-calling

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#### ***The Core Problem***

The organization was already running multiple outreach activities:

- LinkedIn automation campaigns
- Cold email sequences
- Tele-calling follow-ups
- CRM tracking

Yet:

- Low SQL quality
- Poor meeting-to-opportunity conversion
- High no-show rates
- Sales team complaining about “bad leads”
- Marketing blaming sales for poor follow-up

Leads were coming.  
Revenue wasn't.

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#### ***Strategic Intervention***

##### **External CMO – Revenue-Qualified Lead Architecture Mandate**

Instead of adding more leads, we redesigned the **entire lead qualification logic**.

Because volume without revenue alignment creates pipeline noise.

## ***Phase 1 – Revenue-Qualified Lead (RQL) Framework***

We introduced a shift from:

MQL (Marketing Qualified Lead)

To:

RQL (Revenue Qualified Lead)

We defined qualification based on:

- AOV alignment
- Buying intent signals
- Budget readiness
- Decision-maker access
- Problem urgency

Now, leads were filtered for revenue potential — not just engagement.

## ***Phase 2 – ICP & AOV Tier Segmentation***

We segmented prospects into:

- Strategic High-AOV Accounts
- Core Revenue Accounts
- Volume Accounts

Messaging, outreach depth, and follow-up intensity were redesigned accordingly.

High-ticket prospects received account-based outreach.

Volume prospects received automated nurture sequences.

## ***Phase 3 – Channel Role Clarity Architecture***

Earlier, every channel was trying to “sell.”

We redefined roles:

- LinkedIn → Awareness & authority positioning
- Email → Validation & business problem articulation

- Tele-calling → Qualification & urgency confirmation

Each channel supported the revenue journey instead of duplicating effort.

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## **Phase 4 – SQL Scoring & Conversion Governance**

We implemented:

- SQL scoring model
- Meeting quality grading
- No-show diagnostic tracking
- Channel-to-revenue attribution mapping
- Weekly conversion review forum

This created visibility from:

Outreach → Meeting → SQL → Proposal → Closure

Earlier, attribution ended at “meeting booked.”

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## **Complex SME-Level Challenges We Solved**

### **1. Marketing-Sales Conflict**

Sales rejecting leads; marketing claiming delivery success.

### **2. Activity-Based KPIs**

SDRs measured on number of calls or messages, not SQL quality.

### **3. Poor Intent Mapping**

Engagement mistaken for buying intent.

### **4. No Attribution Clarity**

No visibility into which channel influenced high-AOV deals.

### **5. Follow-Up Leakage**

Prospects not nurtured systematically after initial contact.

## **Results Achieved**

- ✓ Significant Improvement in SQL Quality
- ✓ Higher Meeting-to-Opportunity Ratio
- ✓ Reduced No-Show Percentage
- ✓ Better Channel-to-Revenue Visibility
- ✓ Improved Sales Confidence in Lead Quality
- ✓ Lower CAC through Better Targeting

## **Business Impact**

The organization moved from:

Multi-channel activity

To:

Multi-channel revenue architecture.

Instead of increasing outreach volume, they improved:

- Lead precision
- Funnel conversion
- Revenue predictability

Growth became structured and measurable.

## **Strategic Shift Achieved**

Before:

Lead generation fragmented across channels.

After:

Integrated, revenue-aligned B2B lead engine.

## **What This Demonstrates**

As an External CMO & Revenue Systems Architect, we:

# 3x Growth

- Design revenue-qualified lead systems
- Align marketing with AOV strategy
- Eliminate pipeline noise
- Improve conversion governance
- Build predictable outbound revenue engines

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