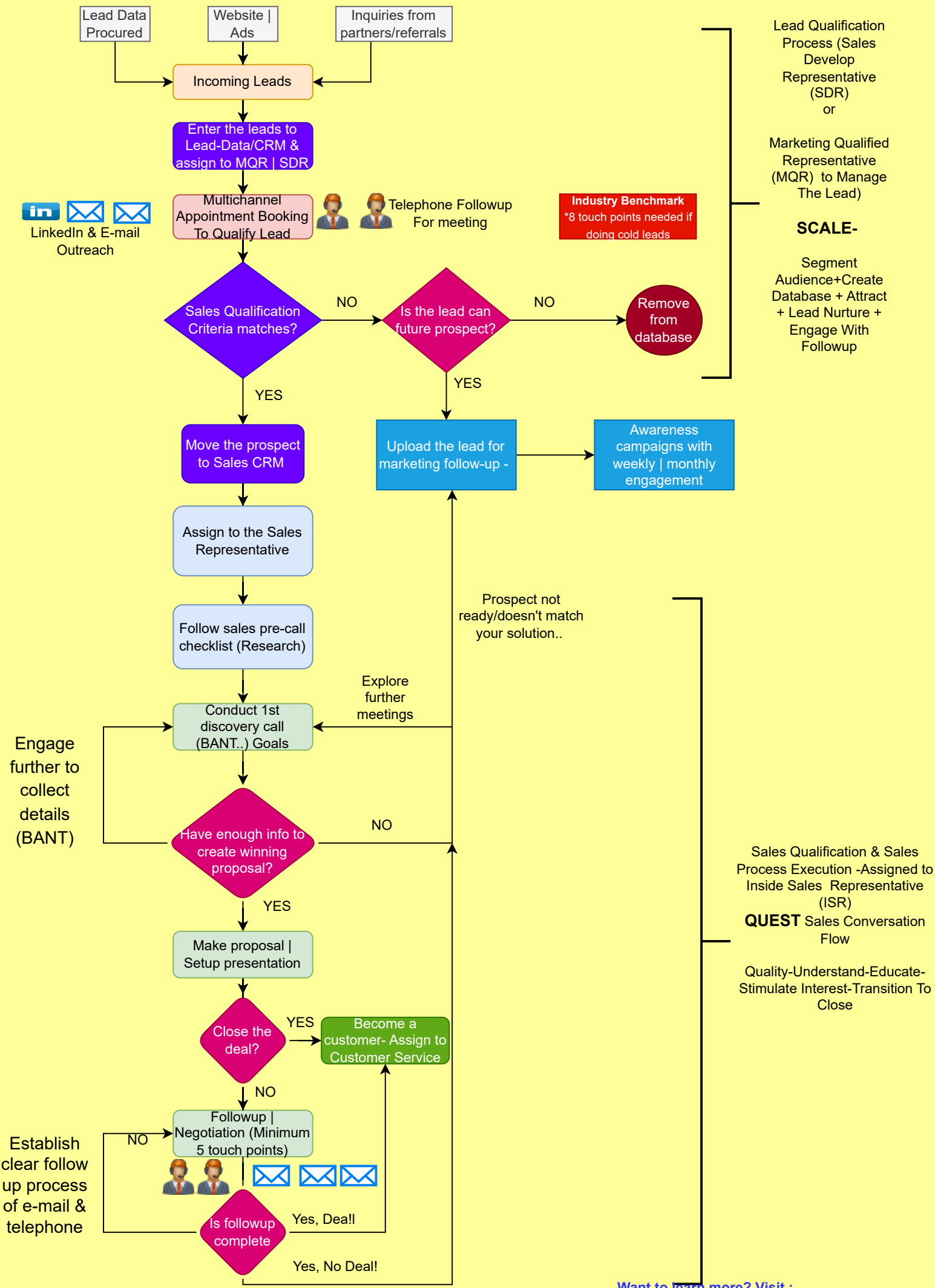


# Enterprise/B2B Lead & Sales Conversion Workflow



Lead Qualification Process (Sales Develop Representative (SDR) or

Marketing Qualified Representative (MQR) to Manage The Lead)

### SCALE-

Segment Audience+Create Database + Attract + Lead Nurture + Engage With Followup

Sales Qualification & Sales Process Execution -Assigned to Inside Sales Representative (ISR)

### QUEST Sales Conversation Flow

Quality-Understand-Educate-Stimulate Interest-Transition To Close