

# LEAD MANAGEMENT INFOGRAPHIC

## 12 Stats You Need to Know

#1



**80%** OF ALL SALES LEADS ARE NEVER PURSUED

#2



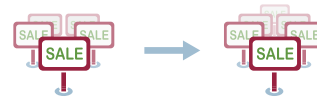
COMPANIES THAT EXCEL AT LEAD NURTURING GENERATE **50% MORE SALES-READY LEADS AT 33% LOWER COST**

#3



**65%** OF B2B MARKETERS DON'T NURTURE THEIR LEADS

#4



NURTURED LEADS PRODUCE A **20%** INCREASE IN SALES OPPORTUNITIES

#5



LESS THAN **10** OF COMPANIES HAVE A UNIVERSALLY ACCEPTED DEFINITION OF A LEAD.

#6



LESS THAN **23%** OF COMPANIES HAVE STRONG ALIGNMENT BETWEEN THEIR SALES AND MARKETING TEAMS

#7



COMPANIES THAT AUTOMATE LEAD MANAGEMENT SEE A **10%** OR GREATER INCREASE IN REVENUE IN 6-9 MONTHS

#8



COMPANIES WITH MATURE LEAD GENERATION AND MANAGEMENT PRACTICES HAVE A **65% HIGHER** SALES QUOTA ACHIEVEMENT RATE

#9



CUSTOMERS PROGRESS NEARLY **60%** OF THE WAY THROUGH THE DECISION-MAKING PROCESS BEFORE ENGAGING A SALES REP.

#10



**45%** OF ALL SALES LEADS WILL BUY SOMEONE'S PRODUCT

#11



LEAD NURTURING IMPROVES FOLLOW-UP BY **55%**

#12

**88%**

OF THE BEST PERFORMING COMPANIES HAVE ALIGNED THEIR MARKETING AND SALES TEAMS