

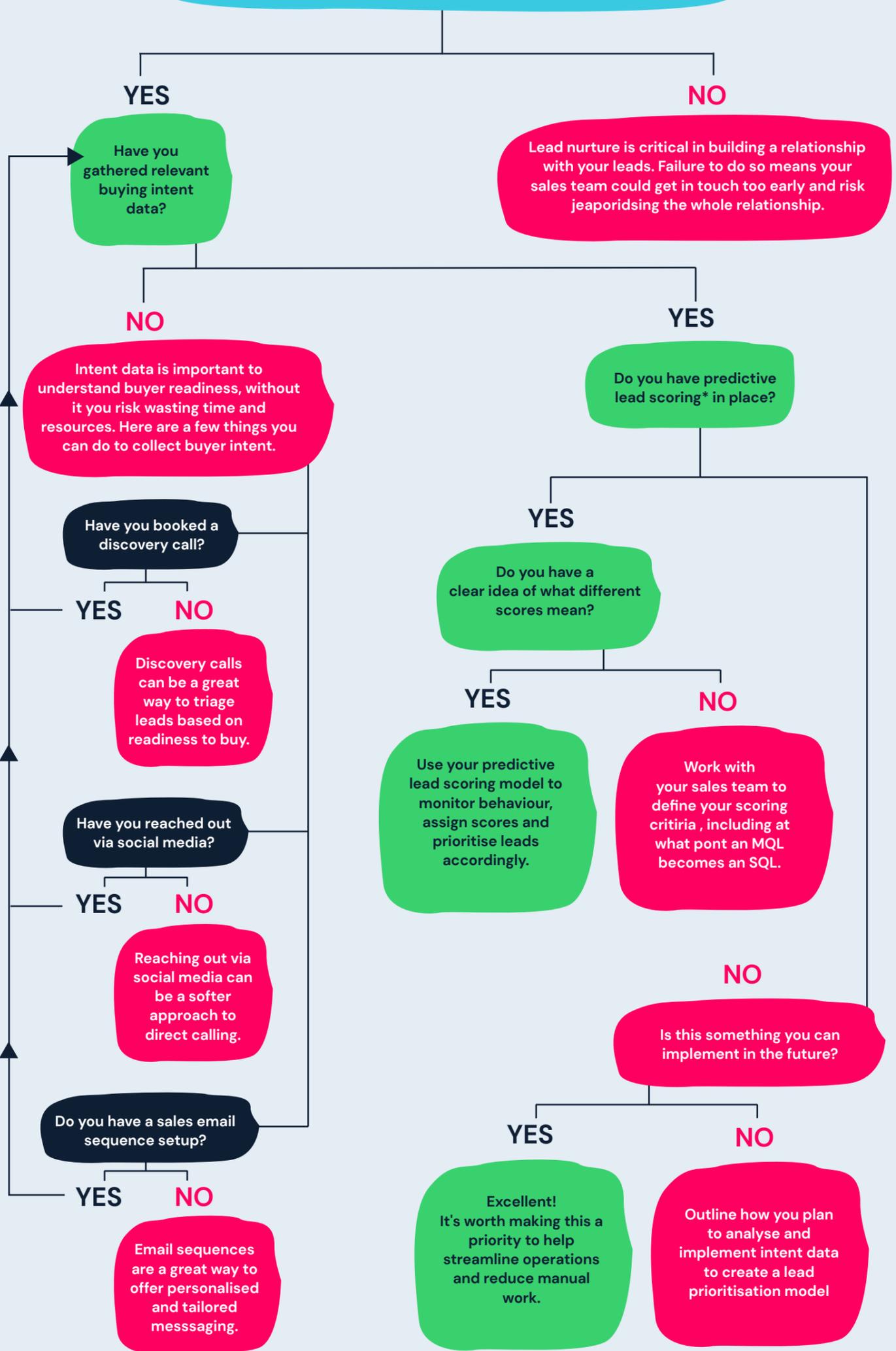


# Are my leads sales-ready?

The million-dollar question (quite literally for some businesses) is whether or not a lead is sales-ready. Being sales-ready means your lead is ready to have a conversation about buying your product and it can be a short jump from SQL to paying customer.

But how do you know if your leads are sales-ready?

## Have your leads been nurtured?



\*Predictive lead scoring collates both historical first-party data and third-party intent signals from external sources to assign scores based on company fit and likeness to convert, Using machine learning, it's able to predict which leads are most likely to turn into high-value customers with a greater degree of accuracy and precision than traditional manual lead scoring models.

We listen, we understand, we deliver