GROWTH & DIGITAL EXPERIENCE

The Revenue Scorecard.

Activity numbers arrive automatically. Revenue numbers have to be connected on purpose, and agreed with sales before the campaign starts. *Understand first. Build second.*

STEP 01 Define a qualified lead, with sales

Both teams sign it

COMPANY
What size and type of company?

ROLE
Which roles can make or shape the decision?

NEED
What kind of need or problem?

SIGNAL OF INTENT
What shows they are ready to talk?

Example. A regional distributor might write: a business of a certain size, with a named decision maker, that has asked for a quote or a meeting. Review the sentence every quarter.

STEP 02 Review the numbers that move revenue

Monthly, marketing and sales together

METRIC	LAST MONTH	THIS MONTH	DECISION
Qualified conversations Fit the profile, agreed to talk			
Pipeline created Value of real opportunities			
Cost to acquire a customer Marketing and sales spend per win			
Revenue by channel Closed business, traced to its source			

Use attribution to compare channels over time, not to prove what a single campaign earned.

STEP 03 Check before you build

UNDERSTAND FIRST

- ☐ *Would marketing and sales give the same answer to "what is a qualified lead?"*
- ☐ *Can we trace last quarter's new customers back to where they first found us?*
- ☐ *Which number do we use today to decide where the next budget goes?*

BUILD SECOND

- ☐ Write a one-sentence qualified lead definition that both teams sign.
- ☐ Tag every lead source and carry it into the CRM through to the closed deal.
- ☐ Put four or five revenue-linked numbers on one page and review them together.

TAKE THIS INTO YOUR NEXT MEETING — *Which revenue number will this move, and how will we know?*