B2B Lead Lifecycle & Automation Architecture

Designing a connected commercial system from demand generation through qualified Sales handoff.

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MisraWorks

+35%
MQL to SQL Conversion

-60%
Lead Response Time

-40%
Manual Follow-Up Effort

Selected work completed by Anuj Misra while at Core Education PBC.

01

The Commercial Challenge

Demand generation was only part of the problem.

Prospects were entering through multiple channels, but the larger commercial challenge was determining what should happen after engagement.

The operating model needed to connect Marketing activity with qualification, nurture, automation, and Sales ownership so that prospects could move through the commercial process more consistently.

The system needed to answer:

Who is worth pursuing?

Separate meaningful commercial opportunities from early or low-intent engagement.

When is a prospect ready to move?

Use fit and behavior to distinguish interest from genuine buying readiness.

What should happen next?

Define when to nurture, when to automate, and when Sales should take ownership.

02

One Operating Model Across the Lead Cycle

8 Acquisition Channels

4 Lifecycle stages

5 Major fit dimensions

3 Nurture phases

2 Scoring dimensions

Lifecycle Architecture

Defined how prospects progressed from initial engagement through Marketing qualification, Sales readiness, and conversion.

Qualification & Scoring

Combined buyer fit with behavioral intent so engagement alone did not determine readiness.

Nurture & Automation

Structured how prospects were developed over time and where repeatable activity could be automated.

Sales Handoff & Governance

Defined qualification, ownership, routing, notifications, and the point at which commercial judgment shifted to Sales.

03

Move prospects according to readiness, not activity alone.

Attract

Multiple demand sources

Capture

Identify and enrich the prospect

Evaluate

Assess fit + intent

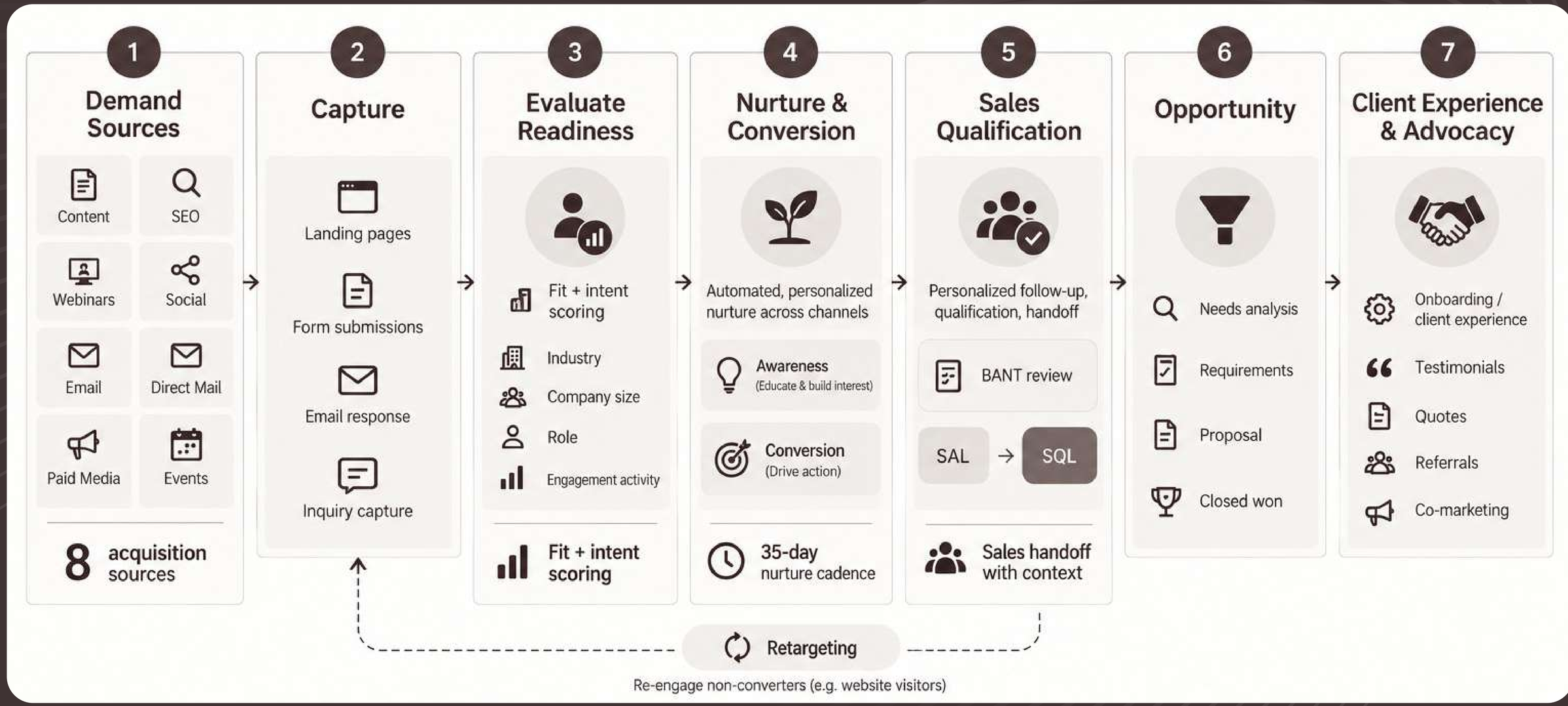
Nurture

Develop readiness

Qualify

Recognize meaningful buying signals

How the Model Worked



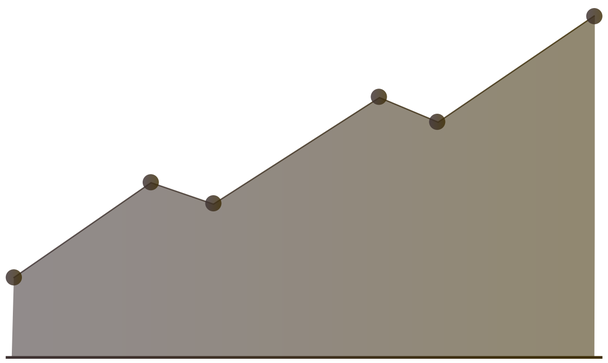
05

Business Impact

+35% Lead Growth

MQL to SQL Conversion

Clearer qualification criteria increased the proportion of Marketing-qualified leads progressing to Sales.



-60% Lead Response Time

Automated routing and ownership reduced delays between meaningful buyer activity and commercial follow-up.

-40% Manual Follow-Up

Workflow automation reduced repetitive Marketing and Sales activity.

+25% Qualified Lead Volume

More disciplined qualification increased the number of prospects meeting defined commercial-readiness criteria.

+30% Nurture to Proposal

More relevant progression and follow-up increased movement from engaged prospect to commercial conversation.

06

What the Work Demonstrates

The project was not simply about configuring HubSpot or automating email.

It required translating a commercial objective into an operating model: defining how demand entered the system, how readiness was evaluated, how prospects progressed, when ownership changed, and which actions could be automated without removing human judgment.

01

Commercial Operations

Connecting Marketing, Sales, process, and ownership.

02

CRM & Lifecycle Strategy

Turning buyer progression into usable commercial logic.

03

Workflow & Automation Design

Identifying where technology could improve consistency and speed.

04

Sales Enablement & Governance

Creating clearer qualification, handoffs, and next actions.

Build the Logic
Before the Technology

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