

Develop a coordinated growth strategy for a fictional B2B software company generating 10,000 monthly website visitors, 300 leads, 75 qualifi

Executive Result: Coordinated Growth Strategy

Completed analysis

Funnel conversion rates:

- Visitors ? leads: $300 / 10,000 = 3.0\%$
- Leads ? qualified leads: $75 / 300 = 25.0\%$
- Qualified leads ? customers: $12 / 75 = 16.0\%$
- Visitors ? customers: $12 / 10,000 = 0.12\%$

Biggest bottlenecks:

1. Qualified leads ? customers: 63 of 75 do not convert.
2. Leads ? qualified leads: 225 of 300 do not qualify.
3. Visitors ? leads: 9,700 of 10,000 do not become leads.

Recommended improvements

Rank	Improvement	Impact	Effort
1	Standardize qualification, discovery, demos, objection handling, and follow-up	High	Medium
2	Conduct structured win/loss analysis and categorize objections	High	Low
3	Implement lead scoring, prioritization, ownership, and response-time routing	High	Medium
4	Test segment-specific	Medium-high	Medium

	positioning, landing pages, proof, and offers		
5	Launch segmented nurture for unqualified leads	Medium	Medium

Six-week action plan

Week	Focus	KPIs
1	Confirm definitions, ownership, and baseline reporting	100% of stages defined; ?90% of records mapped
2	Analyze closed-lost opportunities and identify priority segments	?90% of losses categorized; top three loss reasons documented
3	Launch sales playbook and routing SLA	?90% of qualified leads assigned; response baseline recorded
4	Pilot lead scoring and one controlled positioning or landing-page test	?90% of leads tagged by source, persona, use case, and intent
5	Launch nurture for eligible unqualified leads; review sales adherence	Qualification rate trending toward 30%
6	Evaluate tests and approve scale/stop decisions	Visitor-to-lead target ?4%; qualified-lead-to-customer target ?22%

At 30% qualification and 22% qualified-lead conversion, the existing 300 leads would yield approximately 20 customers-a target scenario, not a forecast.

Limitations and failures

No external actions or integrations were used. The analysis lacks source, segment, revenue, sales-cycle, and loss-reason data; therefore, acquisition and impact conclusions are hypotheses requiring validation.