Ti Marketing Solutions

Information in Action

Score your **B2B lead generation partner**

Is your agency helping sales or creating more work?

Test 1: Revenue or volume?

Sales-ready agencies optimize for pipeline, not lead counts.

Check:

- ☐ ICP defined before tactics chosen?
- ☐ Intent signals prioritize accounts, not inflate numbers?
- ☐ Can they tie activity to pipeline impact?

Test 2: Can you trace every lead?

No traceability = no trust.

Check:

- ☐ Every lead traceable to source and content?
- ☐ Contact data verified at point of engagement?
- ☐ Can see when and why lead became active?

Test 3: What happens after delivery?

Delivery starts sales work. Poor handoffs kill trust.

Check:

- ☐ Shared MQL to SQL definition exists?
- ☐ Sales see engagement context before outreach?
- ☐ Feedback loop when leads stall?

Test 4: Can you defend performance?

If it needs explanation, confidence is gone.

Check:

- ☐ Sales see engagement history in CRM?
- ☐ Reporting tied to accounts, not just campaigns?
- ☐ Performance stands up in revenue discussions?

Your score

8-10	5-7	0-4
Sales ready	Needs improvement	High risk. Audit now

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Need a second opinion on your lead quality?

TI Marketing Solutions helps B2B teams' sanity-check lead quality, data sources, and sales handoffs using the same criteria buyers care about.