

9 Reasons Marketing Needs an Inbound Follow-Up Team

Sales development teams (AKA-SDR) follow up on marketing leads on behalf of other sales people. They also make outbound prospecting calls to cold prospects.



Innovation

1. Faster tests of new approaches
2. Easier to scale innovation across the team



ROI

3. Better use of scarce sales capacity
4. Higher conversion rate of marketing leads into pipeline



Measurement

5. Better measurement of lead follow-up
6. Greater chance of closing the loop on marketing leads
7. More detailed resolution on marketing leads



Culture/Organization

8. Deep bench for sales and marketing
9. Bridge between sales and marketing

Get more insights about lead qualification and alignment with sales in the free ebook, “How to Win the Love of Sales,” a 25-step guide to increase your return on sales and marketing resources.

[Get more love from sales](#)

LeadCrunch is starting a movement to transform B2B sales and marketing. We think differently about how to find and grow lasting B2B relationships. Our approach unlocks the fullest potential of our team and the organizations we serve.