Lead Qualification Workflow with n8n (REMWASTE)

1. Workflow Overview

Purpose:
This n8n workflow receives lead data via webhook, validates and scores the lead based on budget, interest, and company size, stores the data in Airtable, and notifies the sales team on Slack when a hot lead is detected.
Lead Source: Simulated form **Tally.so**.

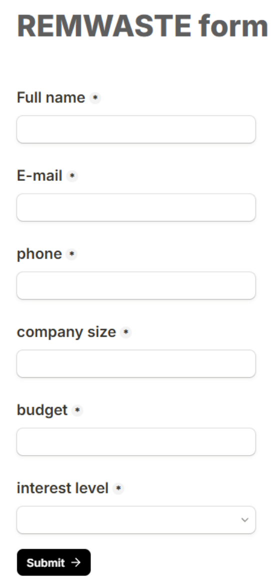

Figure 1 Tally form

2. Workflow Diagram

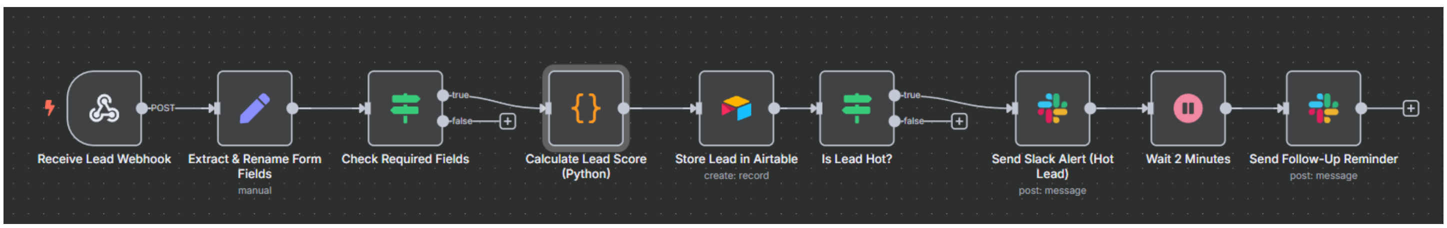

Figure 2 Full n8n Workflow for Lead Qualification

The workflow begins with a Webhook node that captures incoming lead data from a form. A Set node then extracts and renames the fields for clarity. An IF node checks that all required fields are present before passing the data to a Code node, which calculates a lead score based on budget, company size, and interest level. The scored lead is stored in Airtable. If the lead is categorized as "Hot," a Slack message is sent to notify the sales team, followed by a 2-minute delay and a follow-up reminder message to ensure timely engagement.

3. Scoring Logic

Scoring is calculated using the following weighted formula:

Factor	Description	Weight
Budget	Normalized to avg 3,000 GBP	30%
Interest	Mapped from text (Low, Medium, High)	50%
Company Size	Normalized to avg 50 employees	20%

$$\boldsymbol{Score = (interest * 0.5 + budget * 0.3 + company\_size * 0.2) * 100}$$

Lead Categories:

- Hot: Score ≥ 70
- Warm: 40 ≤ Score < 70
- Cold: Score < 40

4. Airtable Record Examples

	Full name	E-mail	phone	company size	budget	interest level	score
1	Marwan Mohamed	m.abdelmonem513@gmail.com	+201029894234	75	4650	High	Hot
2	ahmed abdo	20190513@stud.fci-cu.edu.eg	+20227215901	35	3000	Medium	Warm
3	john snow	snow@gmail.com	+201029894234	10	1000	Low	Cold

Figure 3 Stored Lead Record in Airtable Including Score

5. Slack Notification

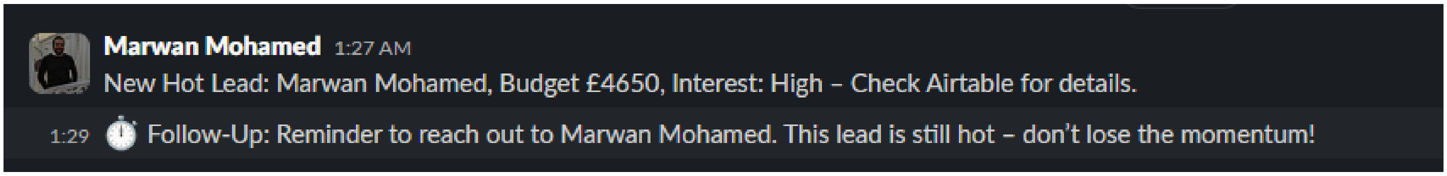

Figure 4 Real-Time Slack Notification and Follow-Up Reminder

6. Assumptions

- All lead fields are submitted as plain text or numbers (e.g., budget and company size are numeric strings).
- The interest level is submitted as one of three values: "**Low**", "**Medium**", or "**High**".
- The webhook is deployed in production mode and is publicly accessible for external tools to trigger it.
- Airtable base and table are pre-created with matching column names for lead fields and score.
- **The scoring logic assumes**:
  - An average budget midpoint of ~**3,000 £**
  - An average company size midpoint of ~**50 employees**
- The scoring and categorization are sufficient for a basic lead qualification scenario and do not cover advanced segmentation like industry or behavior.

7. Limitations & Improvements

Limitations:

- Budget and company size are not validated for numeric format or realistic ranges.
- No spam filtering or duplicate lead detection is implemented.
- If any required field is missing, the workflow silently stops after the first IF node with no notification, logging, or fallback action. This makes it harder to detect malformed or incomplete submissions.
- Score thresholds are static and not dynamically adjustable based on business context or performance
- There is no mechanism to detect or prevent duplicate lead submissions.

Future Improvements:

- Add pre-scoring validation nodes to check that budget and company size are numeric and within logical bounds
- Use the lead's email and phone number to check for duplicates in Airtable before inserting. Also, implement basic spam filtering.
- Add an Else branch after the IF node that sends a Slack message or logs the event to a Google Sheet, Airtable, or internal error log, so malformed submissions are not ignored.
- Move score thresholds to environment variables or Airtable-configured settings so they can be updated without editing the workflow. This allows for more flexible, data-driven tuning.
- Implement real-time dashboards or reports for tracking lead flow and conversion.
- Add logging or alerts in case of workflow failures or integration downtime.
- Include multilingual support for form inputs if targeting international leads.