

Lead Qualification and Sales Alignment (MQL/SQL SLA)

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1. Objective

To define the Service Level Agreement (SLA) between Marketing and Sales to ensure high-quality lead generation, rapid response, and optimized conversion rates.

2. Lead Definitions

Term	Definition	Marketing Responsibility
MQL (Marketing Qualified Lead)	A lead showing both Intent (downloaded a Gated Tier 1 asset, attended a webinar) and Fit (meets basic BANT criteria: Budget, Authority, Need, Timeline).	Nurture until qualification score is met; pass to Sales Development Rep (SDR).
SQL (Sales Qualified Lead)	An MQL that has been actively qualified by the SDR/AE, has a verified use case, and is ready for a product demonstration or discovery call.	Support with necessary collateral and market data.
PQL (Product Qualified Lead)	A user from a known organization who actively uses a free tier/pilot and triggers key usage milestones (e.g., integrates API, runs first model).	Immediate high-priority handoff to SDR.

3. Marketing-Sales SLA

Action	Responsible Team	Target Timeframe	Penalty for Missed SLA
MQL Handoff	Marketing	Real-time (within 1 hour of MQL status).	MQL is re-assigned to the nurturing queue.
SQL Acceptance/Rejection	Sales	SDR must follow up and update status within 4 hours during business days.	Marketing reserves the right to re-qualify the lead.
Feedback Loop	Sales	Sales must provide structured feedback on MQL quality weekly to the Marketing Lead.	Lack of feedback pauses MQL flow prioritization to the Sales team.