

# Lead Qualification and Sales Alignment (MQL/SQL SLA)

Document ID: MKT-SLA-2025.01

Version: 1.0

Effective Date: 2025-11-01

Department: Marketing, Sales

## 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
<b>MQL (Marketing Qualified Lead)</b>	A lead showing both <b>Intent</b> (downloaded a Gated Tier 1 asset, attended a webinar) and <b>Fit</b> (meets basic BANT criteria: Budget, Authority, Need, Timeline).	Nurture until qualification score is met; pass to Sales Development Rep (SDR).
<b>SQL (Sales Qualified Lead)</b>	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.
<b>PQL (Product Qualified Lead)</b>	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
<b>MQL Handoff</b>	Marketing	Real-time (within 1 hour of MQL status).	MQL is re-assigned to the nurturing queue.
<b>SQL Acceptance/Rejection</b>	Sales	SDR must follow up and update status within <b>4 hours</b> during business days.	Marketing reserves the right to re-qualify the lead.
<b>Feedback Loop</b>	Sales	Sales must provide structured feedback on MQL quality <b>weekly</b> to the Marketing Lead.	Lack of feedback pauses MQL flow prioritization to the Sales team.