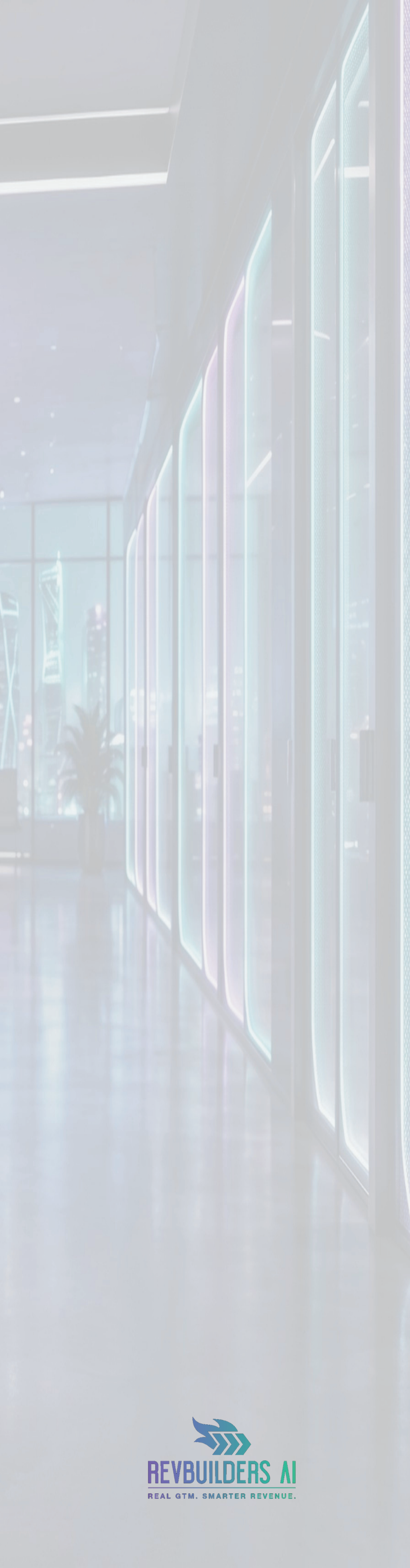

Revenue AI Accelerator™ Masterclass

Compare Your Conversion Ladders

Reference Guide

Module 1 | True-North Objectives

Lesson 1.1

Map the stages. Compare the math. Find the leverage.

Lead-Based Funnel | Account-Based Funnel | Benchmarking

Executive Preface

Clarity begins with a shared language. Before your GTM team can compare funnel performance, diagnose bottlenecks, or add AI, everyone must agree on what each stage means and what movement between stages represents.

This guide helps you:

- Map your company's labels to a clean stage-for-stage comparison model.
- Benchmark a traditional lead-based funnel against an account-based ABX funnel.
- Separate true conversion friction from naming or data-definition issues.
- Identify the operating-model shift that creates the strongest foundation for AI.

Why this matters

Two funnels can look incompatible simply because they use different labels. This guide removes that noise and gives leaders a common comparison framework. It answers:

- Where does our funnel lose quality or momentum?
- Which rates are genuinely comparable across the two models?
- What changes when we optimize accounts and buying groups instead of individual leads?
- Which structure gives AI the cleanest context to learn and act?

Outcome

By the end, you will have two completed conversion ladders, one apples-to-apples workload comparison, and a concise executive insight to carry into Lesson 1.2: Diagnose Bottlenecks.

How to Use This Guide

Treat the ladders as a comprehension model, not a rigid template. Your stage names may differ. Map your labels to the same observable outcomes, then compare movement and workload consistently.

1 Map
Translate your labels into equivalent outcomes.

2 Benchmark
Enter your rates using one consistent cohort window.

3 Interpret
Find the largest gap, stall, or definition issue.

Stage-for-Stage Symmetry

The ladders below align the models around the same core outcomes: qualified, accepted, meeting held, opportunity created, and revenue won.

Lead-Based Funnel

Individual contact progression

Lead → MQL → SAL → Meeting → SQO → Closed/Won

Account-Based Funnel

Account and buying-group progression

ICP Account → MQA → AQA → Meeting → SQO → Closed/Won

Universe	Marketing Qualified	Sales Accepted	Meeting Held	Opportunity	Revenue

Why SQL and SQA are not shown here

Those stages vary widely by company and often combine different qualification rules. For this comparison, we use the more observable sequence: accepted -> meeting -> opportunity -> win.

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Lead-Based Funnel Ladder

Lead -> MQL -> SAL -> Meeting -> SQO -> Closed/Won

Use this table to benchmark your traditional lead funnel.

Funnel Stage	Definition	Example Benchmark*	Your Rate
Lead -> MQL MarketingQualified Lead	Raw lead meets your MQL criteria: fit plus engagement.	30%	_______ %
MQL -> SAL Sales Accepted Lead	Sales or SDR accepts the MQL and adds it to the active queue.	60%	_______ %
SAL -> Meeting Meeting Held	Accepted lead converts into a real discovery or demo meeting.	33%	_______ %
Meeting -> SQO Sales Qualified Opportunity	Meeting is strong enough to justify creating an opportunity.	17%	_______ %
SQO -> Win Closed/Won	Qualified opportunity converts into closed-won revenue.	25%	_______ %

Implied full-path conversion

Examplebenchmark assumptions usedinthe lesson.

Lead -> MQL

~30%

Lead -> Meeting

~6%

Lead -> SQO

~1%

Lead -> Win

~0.25%

Account-Based Funnel Ladder

ICP Account -> MQA -> AQA -> Meeting -> SQO -> Closed/Won

Use this table to benchmark your ABX or target-account funnel.

Funnel Stage	Definition	Example Benchmark*	Your Rate
ICP Account -> MQA Marketing Qualified Account	Target ICP account reaches the engagement threshold defined for MQA.	25%	_______ %
MQA -> AQA AcceptedQualified Account	SDR accepts the MQA and commits to actively working the account.	60%	_______ %
AQA -> Meeting Meeting Held	Worked account converts into a meeting with the buying group.	40%	_______ %
Meeting -> SQO Sales Qualified Opportunity	Meeting validates need, buying-group context, and timing; opportunity is created.	33%	_______ %
SQO -> Win Closed/Won	Qualified opportunity converts into closed-won revenue.	25%	_______ %

Implied full-path conversion

Examplebenchmark assumptions usedinthe lesson.

ICPAccount-> MQA

~25%

ICPAccount -> Meeting

~6%

ICPAccount -> SQO

~2%

ICPAccount-> Win

~0.5%

Same Revenue Target. Two Workloads.

Work backward from the same destination: 47 wins, supported by 188 SQOs at a 25% SQO-to-Win rate. The difference is the workload required to get there.

47	188	25%
Wins	SQOs	SQO -> Win

Lead-Based

18,623	Leads
5,587	MQLs
3,352	SALs
1,106	Meetings
188	SQOs
47	Wins

Account-Based

9,500	ICP Accounts
2,375	MQAs
1,425	AQAs
570	Meetings
188	SQOs
47	Wins

What the comparison reveals

~49% fewer

top-of-universe units
(Leads vs ICP Accounts)

~57% fewer

qualified entry units
(MQLs vs MQAs)

~48% fewer

meetings required
(1,106 vs 570)

Counts are rounded from the lesson model; use your own definitions and rates for planning.

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Why These Ladders Matter

The point is not that every percentage is dramatically different. The deeper shift is what the revenue system is designed to optimize.

1

Different units, not just different math

A lead is an individual contact. An ICP account is a company-level target that can contain an active buying group. Even when rates look similar, the operational value of each unit is different.

2

Less grind, more focus

The lesson model reaches the same 47 wins with fewer qualified units and roughly half the meetings. That means less routing, less low-value follow-up, and more seller time on accounts that fit.

3

ABX is the structure; AI is the multiplier

ABX organizes the data around accounts, buying groups, stages, and outcomes. AI can then identify in-market behavior, prioritize actions, personalize outreach, and learn from revenue results.

ABX gives AI the structure it needs.

Identify | Prioritize | Personalize | Orchestrate | Learn

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Quick Notes

Use these guardrails to keep the comparison credible, consistent, and useful inside your organization.

Why SQL and SQA are intentionally omitted

Companies define SQL and SQA differently. Some use activity thresholds; others use rep judgment or formal qualification frameworks. To preserve stage-for-stage symmetry, this guide compares the more observable outcomes: accepted -> meeting -> opportunity -> win.

What AQA means in this guide

MQA -> AQA is an acceptance step, not proof that a meeting occurred. AQA means the SDR or BDR accepts responsibility for working the account. AQA -> Meeting is tracked separately.

Benchmark guardrails

- The percentages in this guide are directional lesson assumptions, not universal standards.
- Use one cohort window and one definition set across every stage.
- Compare the same motion, segment, and opportunity threshold before drawing conclusions.
- Your historical truth is the benchmark that matters most for planning.

Compare Your Conversion Ladders

Complete the “Your Rate” columns on pages 4 and 5. Then summarize what the side-by-side view tells you in plain business language.

1. Where does your lead-based funnel underperform?

2. Where does your account-based funnel look stronger?

3. Which conversion step is your biggest bottleneck today?

4. Which stage definition or data issue must be resolved first?

Executive conclusion

The stage we should focus on first is ____________________________________

because ____

Next step: Bring this comparison into Lesson 1.2 to diagnose and prioritize the constraint.

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