



How many deals did your marketing budget buy you?

PART 2: Turning MQL fatigue into sales enthusiasm

Higher Performing Demand Creation
from **The Point Company** and **Amigos Network**

Sales professionals are, by nature, driven to pursue leads, convert prospects, and meet their targets.

They thrive on the thrill of the chase and the satisfaction of closing a deal. However, there's a creeping sentiment in the sales world that many are dubbing 'sales apathy'.

This phenomenon manifests as a reluctance or outright refusal to follow up on leads that aren't necessarily 'hot', clear-cut, or actionable.

Let's delve into why sales apathy occurs and the factors behind this attitude.

The quality of the lead

One of the primary reasons salespeople may dismiss a lead is based on its perceived quality. Sales folk often rely on a set of criteria or a lead scoring system to determine the likelihood of a lead converting.

If a prospect doesn't meet these criteria, they might be disregarded, often without a second thought.

Resource allocation

Time is a precious commodity in the sales world. With quotas to meet and targets to hit, sales professionals often feel the pressure to optimise every moment. Chasing down a lead that's seen as a 'dead end' is often viewed as a poor use of time that could be better spent on hotter prospects.



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Fear of rejection

Sales is a profession where rejection is part and parcel of the job. However, continually pursuing leads that don't convert can take a toll on a salesperson's morale. Some may avoid uncertain leads just to minimise the emotional impact of another rejection.

Mismatched product or service offering

Sometimes, a sales rep might identify that what they're offering isn't a good fit for the prospect.

In these cases, they might feel that pursuing the lead would be futile and possibly damage their reputation or that of the company.

Inadequate training and tools

Sales reps are only as effective as the tools and training at their disposal.

If they aren't equipped with adequate lead-tracking tools or trained in how to nurture lukewarm leads, they might opt to focus only on the ones they feel confident about.

Organisational culture and incentives

The culture and incentive structures within a sales organisation can significantly influence behaviour. If the emphasis is strictly on closing high-value deals or if there's a lack of emphasis on nurturing leads over the long term, sales reps might feel discouraged from pursuing uncertain prospects.

Overcoming Sales Apathy

Tackling sales apathy requires a multi-pronged approach:

1. Lead education:

Equip sales teams with insights and information about the broader spectrum of leads that emerge in time.

Not every lead will fit the 'ideal' mould on day one, but with the right approach, many can be nurtured into valuable customers in the future.



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This results in a harvest of “low-hanging fruit” sales teams cry out for!

2. Resource optimisation:

Provide sales reps with tools that allow them to effectively manage and track all leads, not just the hot ones.

CRM systems, call management systems, lead scoring, and automation tools are essential components in today’s world.

3. Cultural shift:

Promote a culture that values relationship-building and long-term engagement. Recognise and reward efforts to nurture leads, even if they don't immediately convert.

4. Training and development:

Continuous training can help sales teams develop the skills and resilience needed to engage with all types of leads.

Removing the points of failure

Sales apathy towards non-leads is a challenge, but not an insurmountable one.

By understanding its root causes and taking proactive steps to address them, businesses can unlock untapped potential and drive greater success in their sales efforts.

If you need to do this in time for a solid start to 2025, now’s the time for us to demonstrate how we can light up their lives with Market Activation , a single™ and robust programme designed to add value to marketing teams, maximise budgets and deliver a consistent run rate of actionable leads.



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A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at www.theamigosnetwork.com to learn more, or book a meeting today to see the difference firsthand.