

Sales-Marketing SLA Template

A simple agreement on lead handoff, so both teams know what to expect from each other.

What Marketing Commits To

Lead volume target per period: _____

Lead quality standard (MQL definition): _____

Information provided with each handoff: _____

What Sales Commits To

Response time to a new qualified lead: _____

Follow-up attempts before marking unworked: _____

Feedback provided to marketing: _____

The Handoff Process

1. How does a lead move from marketing to sales?
2. Who owns a lead if there's ambiguity about whether it's ready for sales?

Feedback Loop

- ☐ Regular meeting between sales and marketing to review lead quality
- ☐ Marketing gets visibility into which leads actually convert
- ☐ Disagreements about lead quality get resolved with data, not just opinions

Review

- ☐ SLA reviewed quarterly and adjusted based on what's actually happening
- ☐ Both teams were part of setting the original terms