

The SiriusDecisions Demand Unit Waterfall™

In 2006, SiriusDecisions launched the Demand Waterfall, which quickly became the gold standard methodology for defining key process stages and handoff points in the lead management process, as well as improving sales and marketing alignment. Over the next six years, the market evolved with the rise of inbound marketing, the growing importance of tele and our recognition that sales generated leads too. This realization led to a need to evolve the methodology into a re-architected Demand Waterfall.

Since 2012, we have experienced further changes in process and technologies including the rise of go-to-market strategies based on buyer needs, predictive analytics and intent monitoring, as well as an increased emphasis on account-centric marketing. To support this continuous evolution, we have refined the methodology into the Demand Unit Waterfall.



1. Target/Addressable Demand: In our first stage of the waterfall, we are defining the size of the target market. The Target Demand stage defines the number of potential demand units we believe exist for our solution in the market.

2. Active Demand Stage: The Active Demand stage measures the number of Demand Units that are either in the market or need to be in the market for your solutions.

3. Engaged Demand Stage: When one or more member(s) of the demand unit responds to a marketing, tele or sales stimulus, they have reached the Engaged Demand stage.

4. Prioritized Demand Stage: At this stage, the level of engagement from the Demand Unit has reached a threshold that justifies additional interactions from tele or sales resources.

5. Qualified Demand Stage: Based on interactions with Demand Unit members, the fit and urgency of prospect needs, as well as potential purchase resources and willingness to engage have been verified.

6. Pipeline Opportunity Stage: The Pipeline stage signifies that sales is able to assign a close date and dollar value to an opportunity.

7. Closed Opportunity Stage: At this final stage, we have successfully closed the opportunity and realized revenue.

Learn about the newest member of the Demand Waterfall family and how it can help b-to-b companies drive demand and revenue creation performance optimization throughout their organization. Contact us at +1 (203) 665-4000 to see how we can help you in your demand creation efforts.

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