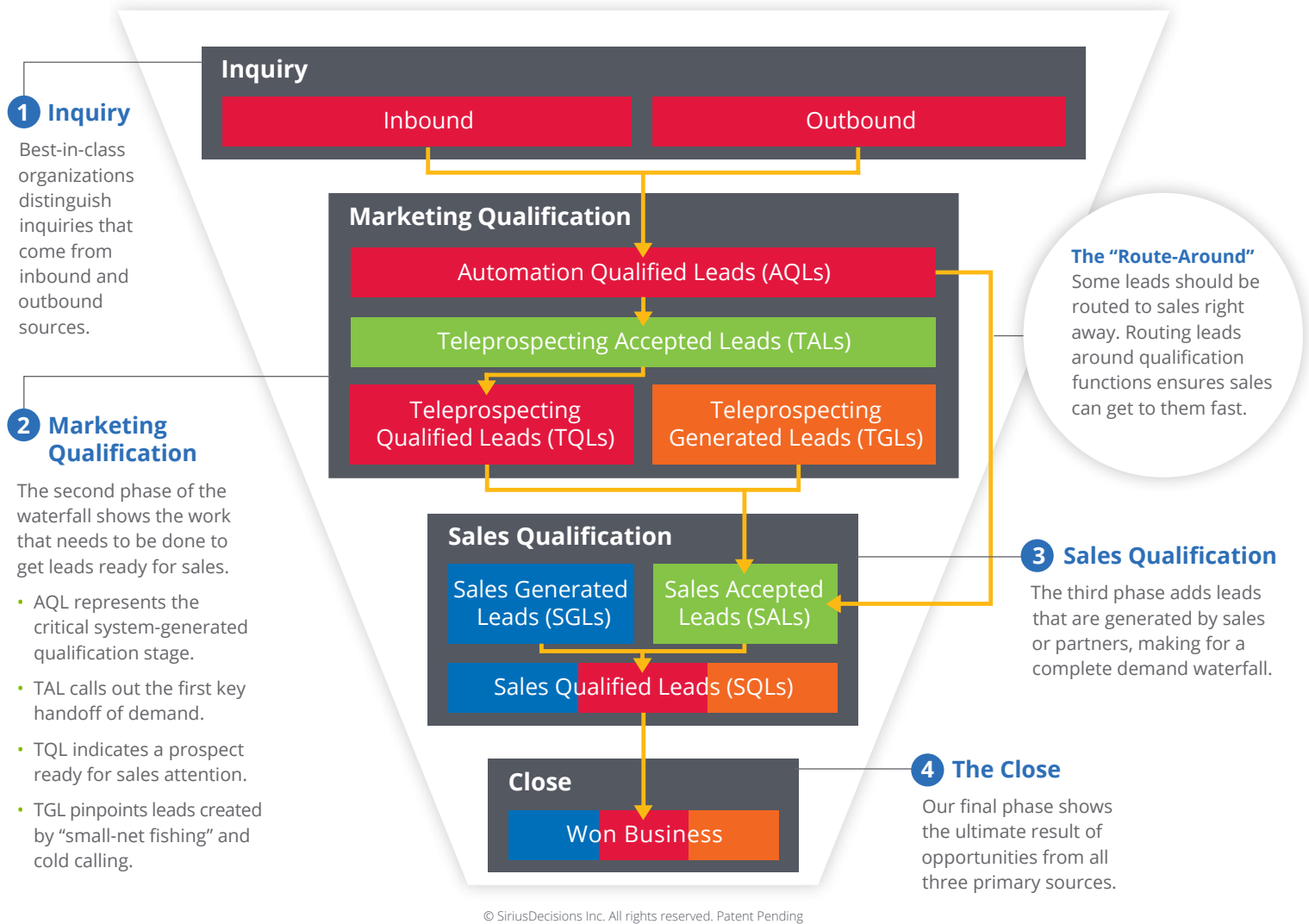




# The Rearchitected Demand Waterfall™

Hundreds of companies have adopted the SiriusDecisions Demand Waterfall™ as the standard for measuring and optimizing demand creation efforts. Updated in 2012, the enhanced version of the waterfall now accounts for demand sourced from both marketing and sales, and showcases the important roles that teleprospecting and inbound marketing play in demand creation.



- Demand originated from marketing-led activities
- Handoff from one function to another
- Demand originated from teleprospecting function
- Demand created by direct sales or channel resource

Contact us: Interested in learning more? Call us at 1 (203) 665-4000 to see how we can help you in your demand creation efforts.

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SiriusDecisions helps business-to-business companies worldwide improve sales and marketing effectiveness. Management teams make more informed business decisions through access to our industry analysts, best practice research, benchmark data, peer networks, events and continuous learning courses. SiriusDecisions is based in Wilton, CT with offices in London, Montreal, San Francisco and Waltham, MA.

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