FROM DEMO REQUEST TO SALES MEETING

Turn more qualified demo requests into sales meetings.

For US B2B SaaS teams with 2-10 sales reps and demo-driven selling.

In development for founding partners.

01 Qualify

Apply your fit rules

02 Route

Find the right rep

03 Book

Offer a suitable time

04 Recover

Resolve the gap

Different booking problems. Different next steps.

No suitable slots	Find another eligible owner or escalate availability.
Scheduling error	Preserve the inquiry and provide a supported fallback.
Unfinished booking	Coordinate follow-up without assuming why the prospect left.

Your tools. Working together.

Website / HubSpot / Google Calendar / Outlook Calendar

Capture demo requests, retain CRM ownership and coordinate calendar availability. Planned integrations; availability confirmed during pilot setup.

Start with your workflow.

Get a free introductory review of qualification, routing, booking and follow-up gaps. If there is a useful problem to solve, explore a focused founding pilot.

Pilot deliverable: a conversion report covering qualified inquiries, meetings booked, booking failures, recovery actions and recorded outcomes.

SIX CAPABILITIES. ONE CONNECTED WORKFLOW.

What LeadFlow is designed to do.

Capabilities describe the intended product. Interactive examples use sample data.

01 Lead qualification

Apply your qualification criteria before routing an inbound demo request.

BUSINESS OUTCOME

Suitable prospects get an appropriate meeting path; uncertain leads go to review.

Measure: Qualified inquiries as a share of total inquiries.

02 Salesperson routing

Route using agreed account ownership and territory rules, then consider eligible availability. Keep the handoff visible to your team.

BUSINESS OUTCOME

Reduce handoff ambiguity before it becomes a booking delay.

Measure: Qualified inquiries with an assigned, eligible owner.

03 Instant meeting booking

Offer suitable availability in the same journey, after qualification and routing. Carry the inquiry context into the booking.

BUSINESS OUTCOME

Remove an extra scheduling handoff while buyer intent is fresh.

Measure: Confirmed meetings as a share of qualified inquiries.

04 Booking-failure recovery

Use observable booking events to identify the gap and recommend an appropriate next step. Keep uncertainty explicit when the reason is unknown.

BUSINESS OUTCOME

Test whether a response matched to the failure can recover more conversations.

Measure: Recovered meetings by diagnosed failure category.

05 No-show & cancellation recovery

Use meeting-status signals to identify eligible recovery cases. Offer a relevant rescheduling path within the timing and limits your team approves.

BUSINESS OUTCOME

Keep follow-up relevant and stop when a prospect declines or opts out.

Measure: Rescheduled meetings, tracked separately from meetings attended.

06 Conversion signals

Connect inquiry, qualification, booking and recovery events in one view. Trace outcomes to individual cases rather than relying on disconnected totals.

BUSINESS OUTCOME

Choose workflow improvements using traceable outcomes.

Measure: Inquiry-to-meeting conversion, incomplete bookings and recovery outcomes.

Explore the interactive demo or request a free workflow assessment on the Adibits website.