



Suhas Bhairav

AI Lead Qualification Framework

**Explainable AI-driven signals to qualify leads
quickly and accurately**

An actionable framework to combine fit, intent, urgency, budget, authority, and engagement into explainable, AI-assisted lead qualification.

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Framework at a Glance

This guide outlines an explainable, AI-assisted lead qualification framework for sales. It combines fit, intent, urgency, budget, authority, and engagement signals into a transparent scoring approach.

Key move Only act on leads with transparent AI justifications and a documented human review step

PRACTICAL CHECKLIST

- 01** Define fit: target company size, vertical, buying role, and stage.
- 02** Capture intent: site visits, content downloads, and direct inquiries.
- 03** Gauge urgency: buying timeline, project deadlines, and renewal cycles.
- 04** Verify budget and authority: confirm budget owner and constraints.
- 05** Measure engagement: response quality, meeting requests, and dialogue depth.
- 06** Surface explainability: tie AI scores to observable signals.
- 07** Guardrails: require human review for low-confidence or high-risk leads.

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Inputs, Signals, and Tools

Identify the data needed to score leads and the tools to process it. Separate automatable signals from those requiring human review.

Key move Define ownership: assign data steward, model owner, and velocity owner

PRACTICAL CHECKLIST

- 01** Fit signals: industry, size, persona, buying role, and ICP alignment.
- 02** Intent signals: content engagement, site visits, pricing views, and demo requests.
- 03** Urgency signals: requested demos, time-bound projects, or upcoming renewals.
- 04** Budget/Authority: procurement owner, budget range, and approval cadence.
- 05** Engagement signals: replies, meeting quality, and collaboration cadence.
- 06** Data hygiene: ensure completeness, deduplication, and source trust.
- 07** Tools and models: CRM, data warehouse, prompts, scoring engine, dashboards.

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Adoption & Governance

Implement in weekly sprints with lightweight pilots. Establish guardrails, approvals, and measurable outcomes before scaling.

Key move **Review pace: quarterly drift checks and monthly performance reviews**

PRACTICAL CHECKLIST

- 01** Pilot segment: one persona, one product line, 30-day window.
- 02** Build scoring model: define weights for fit, intent, urgency, budget, authority, engagement.
- 03** Integrate with CRM: automatically transfer qualified leads to sales queue.
- 04** Human-in-the-loop: reviewer validates top deciles and handles exceptions.
- 05** Guardrails and approvals: require supervisor sign-off for high-risk leads.
- 06** Metrics: lead velocity, conversion to opportunities, win rate, and cycle time.
- 07** Week-by-week plan: map data, build scoring, pilot, evaluate, adjust, scale.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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