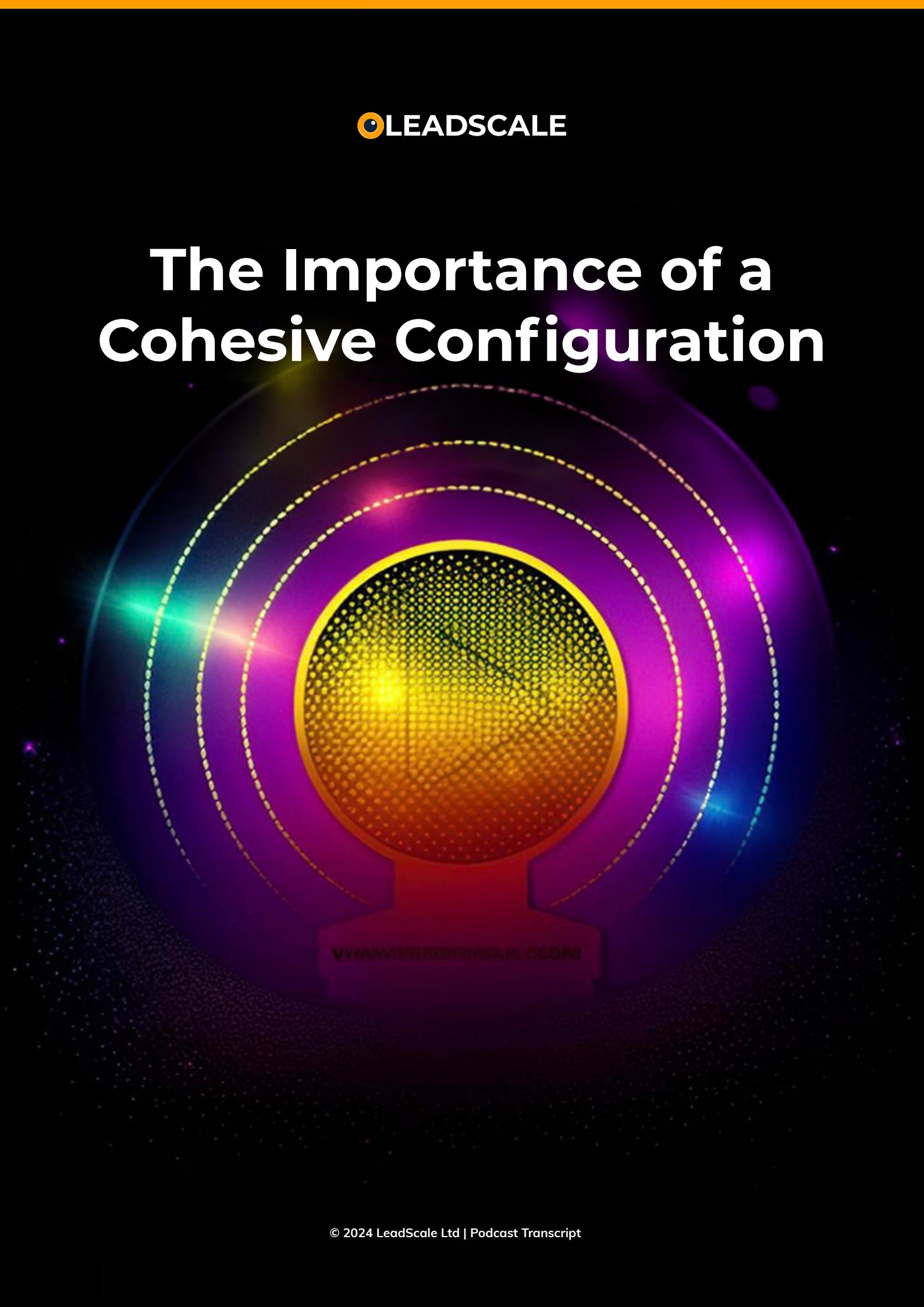


The Importance of a Cohesive Configuration



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**Skip:**

Hello and welcome to Episode Eight of the LeadScale Engine Gen 5 Launch Podcast series. With me, as always, is Francis. Hey, Frankie!

**Frankie:**

Hey, Skip.

**Skip:**

Today's topic is cohesive configurations, a phrase that sounds very "product manager speak." For our listeners, why don't you explain what cohesive configuration is?

**Frankie:**

We've talked in previous episodes about the need for connected processes. Whether it's communication, budget planning, or other campaign phases, cohesive configuration is about taking the entire campaign lifecycle—end to end—and putting it all under one system. It ensures that every phase of a campaign, from start to finish, is joined up.

**Skip:**

That makes sense. Consolidating things reduces errors and inefficiencies. What challenge are we solving here?

**Frankie:**

The challenge lies in businesses using multiple systems for different parts of the campaign. They may use separate tools for budget planning, communication, RFP management, and execution. The issue is that these systems often don't talk to each other well, leading to inefficiencies and mistakes when information must be re-entered or transferred between systems.

**Skip:**

Right, and even if these systems are "best in class," the moment one of them has an upgrade, it could break those communication links or make process improvement difficult.

**Frankie:**

Exactly. Also, many businesses overlook the long-term maintenance of these systems, which is where the real work lies. It's not just about the initial setup but about keeping everything working smoothly over time, especially as platforms evolve.

**Skip:**

It sounds like you're saying that by consolidating everything under one system, it reduces fragility and increases efficiency. What happens when an error occurs in these multiple system setups?

**Frankie:**

In cases where different systems are involved, you end up playing a game of telephone, where information gets distorted as it passes through different systems. This leads to frustration because what the campaign was meant to deliver often gets lost in translation by the time it reaches the execution stage.

**Skip:**

So, with cohesive configuration, you're making sure everything is aligned from sales through to execution, right?

**Frankie:**

Yes. If everyone involved in a campaign—sales, technical services, marketing ops—can work within the same system, they'll all have visibility into what's going on, which reduces the chances of miscommunication and helps maintain consistency across the entire process.

**Skip:**

It also sounds like this is key for getting us closer to a programmatic lead generation model.

**Frankie:**

Definitely. To make programmatic lead generation work, all the data, logic, intelligence, and configuration need to be in one place. If parts of the process are handled by external systems, it introduces a fragility that can derail the entire operation.

**Skip:**

That makes sense. How do you approach businesses that are already using multiple systems but want to try LeadScale?

**Frankie:**

We take a “use what you need” approach. We start by addressing one problem area where the business has an immediate need, like data validation. From there, as we prove our value, we expand into other areas. Clients see the benefits of working with an integrated system and gradually adopt more parts of LeadScale.

**Skip:**

So, while the system is built to handle everything, clients don't have to buy all of it at once?

**Frankie:**

Exactly. We can start with one module and expand as the business needs grow. It's about solving immediate problems while also providing a future path for more integrated, cohesive campaign management.

**Skip:**

Thanks, Frankie. I think we've covered cohesive configurations well today. I look forward to reading your follow-up blog on this.

**Frankie:**

Thank you, Skip. I'll try to keep the blog as un-nerdy as our conversation!

**Skip:**

Cheers, until next time.

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how LeadScale Engine
works, email us at:
info@leadscale.com**