

THE LEAD NURTURING GAP

The hidden stage where Life Science pipelines lose momentum

Why is it that scientific interest often fails to progress into commercial conversations?

Imagine opening your CRM after a successful campaign. The webinar performed well; hundreds of scientists registered, and dozens have downloaded the technical guide via various channels.

The engagement report looks encouraging. But a few weeks later, the pipeline review tells a different story.

- Sales reports that the leads they've received are still early stage.
- Most contacts have gone quiet.
- Nothing has progressed into a meaningful commercial conversation.

This pattern appears across many diagnostics, MedTech, and laboratory technology companies; many marketing

and commercial leaders experience the same disconnect. Strong scientific interest but with limited pipeline movement.

When the buyer journey is mapped visually, the real issue is plain to see.

Marketing influences the first stage and sales own the last, but **who owns the evaluation stage in the middle?**

The result is stalled pipeline momentum and data that show inactive prospects for months. Most teams assume the opportunity has passed and move on, investing in new campaigns to generate fresh ideas rather than recovering the pipeline they already have.

Meanwhile, your existing prospects are still evaluating and need support.

We call this the **Lead Nurturing Gap**.

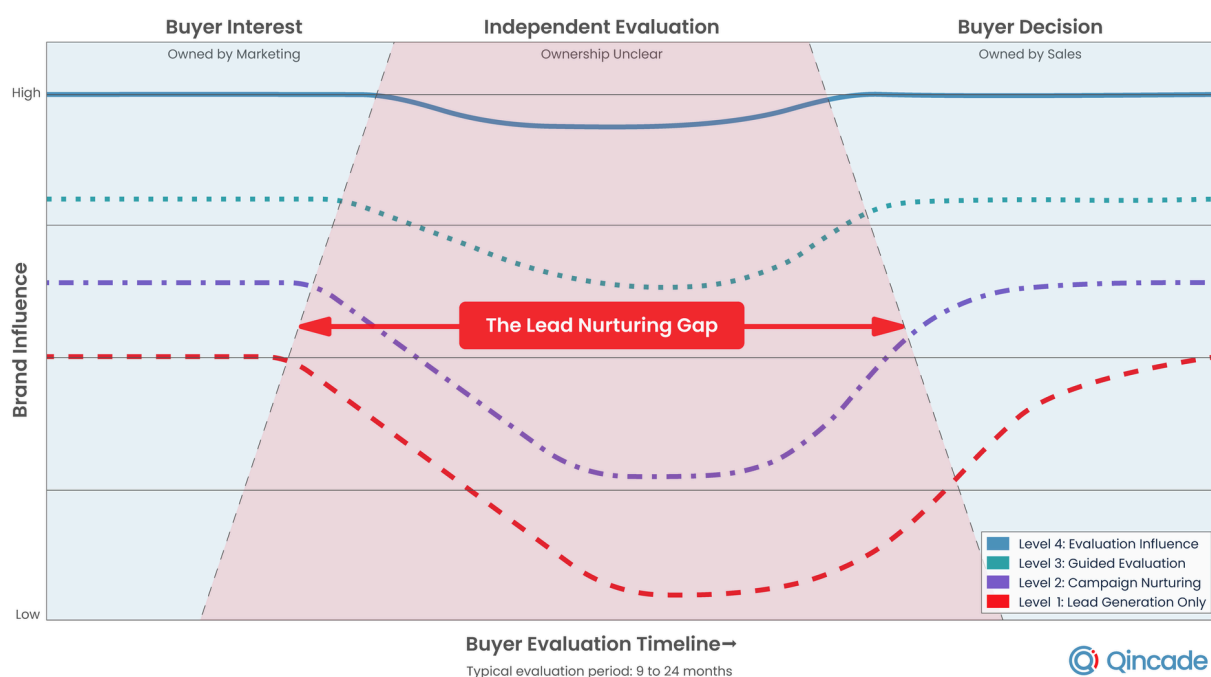


Fig. 1 The Lead Nurture Gap where pipelines lose momentum

→ THE LEAD NURTURING GAP (CONTINUED)

The moments most companies can't see

Most scientific audiences do not move directly from curiosity to vendor engagement but instead enter a long period of evaluation.

They spend months reading papers, consulting peers, comparing technologies, attending events, and building internal consensus.

In many cases this stage lasts 9–24 months and involves multiple stakeholders across scientific leadership, procurement, and finance.

During this time buyers are actively moving toward a decision, but they are doing it without speaking to vendors.

Gartner research shows that 67% of the buyer journey occurs before a supplier conversation begins, which means that the most influential part of the decision often happens before sales gets involved. Yet in many organizations, this stage is largely unmanaged.

The signals are easy to spot

Many Life Science leaders recognise the pattern immediately.

- Strong marketing engagement
- Sales teams saying leads are not ready
- Large numbers of contacts with no recent activity
- Deals appearing after long periods of silence

From the outside, it looks like a lead generation issue that can be solved with more top-of-funnel marketing activity, but inside the buyer journey, it feels like your organisation is simply absent during evaluation. No amount of net new leads can fix that.

Buyer progression maturity

Most Life Science organisations generally operate at one of four levels of buyer progression maturity.

Level 1: Lead generation only: Influence with prospective buyers diminishes during evaluation phase.

Level 2: Campaign nurturing: Influence declines sharply but recovers later.

Level 3: Structured progression exists: Influence stays evident but remains present during evaluation.

Level 4: Evaluation influence: Your brand's influence and visibility remain strong throughout the buyer journey.

The majority of organisations will recognise themselves somewhere between the first two levels.

Where does your business sit?

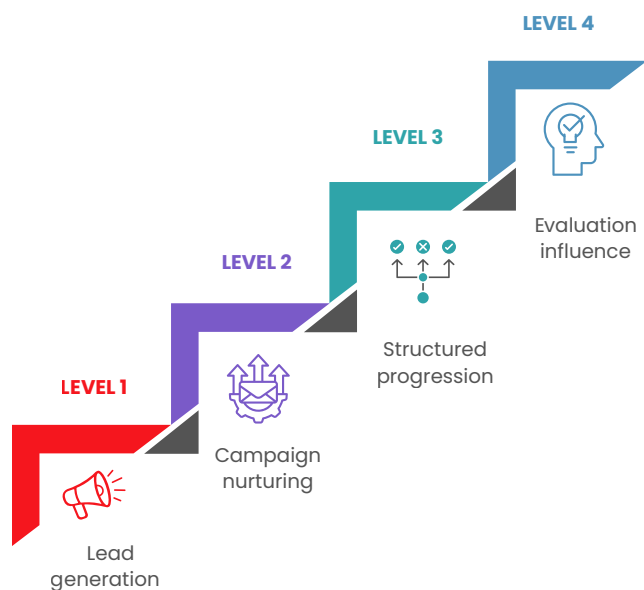


Fig. 2 Levels of operationalised buyer progression maturity

→ THE LEAD NURTURING GAP (CONTINUED)

Why conventional nurturing fails scientific buyers

Most nurture programmes are designed around short buying cycles, and sole decision-makers, but the Life Science and Biotech markets are different.

- Decisions are slower (9-24+ months).
- Trust is built through evidence.
- Multiple stakeholders influence the buying decision.

A typical campaign nurture sequence sends a few emails over four to six weeks. This might include a webinar follow-up, a case study, and an invitation to speak with sales. For a scientific buyer still months into a 12- 18 month evaluation, this arrives too early, ends too quickly, and disappears long before a decision is made.

The result is predictable. Your brand appears at initial interest but is absent during evaluation, when preference is actually formed.

What scientific buyers need is not more outreach but to see content that evolves with their thinking and helps them build decision confidence and internal consensus.

What changes when the gap closes?

Life Science companies that actively guide the evaluation stage see different effects on their pipeline. Instead of waiting for buyers to resurface, they remain present throughout the evaluation period.

- How does this solution compare with what we currently use?
- What do our peers say?
- What does the integration or transition pathway look like?

Delivered progressively and sequenced to match buyer readiness, this content keeps

your brand visible and trusted during the stage that matters most.

By the time a sales conversation begins, your buyer already understands the technology, has resolved many of their own objections, and might even have begun to form a preference. The sales team enters a different kind of conversation- focused and more likely to result in a sale.

The companies most likely to be invited into the final sales conversation are typically those that never left the room during evaluation.

One final question worth asking

If buyers in your market spend months evaluating technologies before speaking with suppliers, **who is guiding that evaluation today?**

If the answer is unclear, the **Lead Nurturing Gap** may already exist inside your pipeline and it's costing your business missed revenue.

[Qincade](#) offers a short Lead Nurture Readiness Review for Life Science and Biotech companies. In a focused 20-30-minute session, we work through your current buyer journey, identify where progression breaks down, and outline specific changes that would improve pipeline movement.

There is no obligation and no sales pitch. The review is designed to give you a clear picture of where you stand and what closing the gap would mean for your commercial pipeline.

[Book your free readiness review](#)