



DELTA ARC

INDEPENDENT FIELD GUIDE

SIGNAL QUALITY WORKSHEET

A lead is a signal.
Demand is the pattern.

Signal Quality Worksheet

A lead is a signal. Demand is the pattern.

Delta Arc

Demand intelligence and connected operating systems
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Purpose

This worksheet helps teams decide whether an observed event is noise, a useful signal, a qualified demand pattern, or an action-ready opportunity.

It is not a scoring model pretending to know more than the evidence. It is a structured way to make the reasoning visible.

1. Describe the signal

- Signal:
- Source:
- Date observed:
- Account, market, product, or process affected:
- First person or system to observe it:
- Existing record or object:
- Related signals:

What happened?

What is the narrowest statement the evidence supports?

2. Test source quality

Question	Yes	No	Unknown	Notes
Is the source identifiable?	☐	☐	☐	
Is the timestamp reliable?	☐	☐	☐	
Is the event directly observed?	☐	☐	☐	
Is the record complete enough for its intended use?	☐	☐	☐	
Could automation, bots, duplication, or routing create the event?	☐	☐	☐	
Is the same event repeated across systems?	☐	☐	☐	
Is the source independent of the conclusion?	☐	☐	☐	
Can another person reproduce the finding?	☐	☐	☐	

Source-quality classification

- ☐ Direct and reviewable
 - ☐ Reliable system record with limitations
 - ☐ Corroborated external information
 - ☐ Single-source report
 - ☐ Modeled or inferred
 - ☐ Unknown provenance
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3. Distinguish signal from pattern

One event can justify attention. It rarely establishes sustained demand by itself.

Signal

What single event occurred?

Corroboration

What independent event supports it?

Persistence

Has the behavior continued or repeated across time?

Specificity

Does it point to a particular need, product, market, or decision?

Pattern statement

Across **[sources or events]**, there is evidence that **[market or account]** may be moving toward **[need or decision]** during **[timeframe]**.

4. Test fit

Dimension	Evidence present	What remains unknown
Problem fit		
Product or service fit		
Industry or operational fit		
Geographic fit		
Scale or capacity fit		
Technical fit		
Commercial fit		
Relationship or access fit		

Fit conclusion

- ☐ Strong fit established
 - ☐ Plausible fit requiring qualification
 - ☐ Weak fit
 - ☐ No fit
 - ☐ Insufficient evidence
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5. Test need

What evidence indicates a problem, gap, requirement, or desired change?

- ☐ Direct request
- ☐ Active evaluation
- ☐ Operational constraint
- ☐ Capacity constraint
- ☐ Replacement or modernization cycle
- ☐ Compliance or risk requirement
- ☐ Budget or procurement activity
- ☐ Hiring or organizational change
- ☐ Market event
- ☐ Repeated research behavior
- ☐ Other:

Need statement

Evidence against the need

6. Test timing

- Known decision date:
- Known operational trigger:
- Budget period:
- Contract or replacement date:
- Event or market trigger:
- Evidence of urgency:
- Evidence against urgency:

Timing classification

- ☐ Active now
- ☐ Defined near-term window
- ☐ Future with known trigger
- ☐ Monitor
- ☐ Unknown

Do not manufacture urgency because the system prefers a hot lead.

7. Test access

- Relevant organization:
- Relevant function:
- Likely decision owner:
- Likely operational user:
- Existing relationship:
- Credible introduction path:
- Public or permissioned contact route:
- Communication restriction:

Access classification

- ☐ Direct relationship
- ☐ Warm path
- ☐ Relevant public route
- ☐ Research required
- ☐ No appropriate route

8. Assess value and risk

Dimension	Low	Medium	High Evidence
Potential value	☐	☐	☐
Cost to investigate	☐	☐	☐
Cost to pursue	☐	☐	☐
Reputational risk	☐	☐	☐
Compliance risk	☐	☐	☐
Delivery risk	☐	☐	☐
Evidence uncertainty	☐	☐	☐

Risk boundary

What must not be assumed, disclosed, promised, or automated?

9. Classify the opportunity

Noise

The event lacks reliability, relevance, or sufficient context.

- ☐ Noise

Signal

The event is credible and relevant enough to observe or investigate.

- ☐ Signal

Pattern

Multiple sources or repeated events support a meaningful interpretation.

- ☐ Pattern

Qualified demand

Fit, need, timing, and an appropriate route to action are supported by evidence.

- ☐ Qualified demand

Action-ready opportunity

The next move, owner, and review point are defined.

- ☐ Action-ready opportunity

Current classification:

Reason:

10. Select the next move

- ☐ Discard as noise
- ☐ Monitor for a defined trigger
- ☐ Request missing evidence
- ☐ Qualify fit
- ☐ Qualify need
- ☐ Qualify timing
- ☐ Identify the correct route
- ☐ Engage with a specific question
- ☐ Route into CRM or operating workflow
- ☐ Assign an owner and due date
- ☐ Escalate a risk

Action

Owner

Due date

Review trigger

11. Record the result

- Action completed:
- Result:
- Evidence gained:
- Classification after action:
- Reasoning that should change:

- Reasoning that should be retained:

No response is not automatically evidence of no need. A response is not automatically evidence of qualified demand. Interpret each result within its source and context.

Continue the system

- [Delta Arc Demand Intelligence](#)
- [Manufacturing Demand Intelligence](#)
- [CRM Pipeline Intelligence Reference](#)
- [Manufacturing Demand Signals Reference](#)
- [Delta Arc Reports](#)

This worksheet is educational and operational guidance. It does not establish that any specific lead, buyer, customer, demand event, or commercial outcome exists.



DELTA ARC

DETECT THE CHANGE. DIRECT THE MOMENTUM.

Demand intelligence for the next
commercial move.

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