



FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Sales Pipeline Enrichment

Enrich new leads with company data, score fit and sync the result to your CRM.

SALES & CRM

INTERMEDIATE

ABOUT 3 HOURS SETUP

OVERVIEW

Sales Pipeline Enrichment

Enrich new leads with company data, score fit and sync the result to your CRM.

CATEGORY	DIFFICULTY	DURATION
Sales & CRM	Intermediate	About 3 hours setup

What you use it for

Clean lead data and better prioritisation for small sales teams.

Tools in this workflow

Notion API · OpenAI API · n8n · Supabase

How to implement it

1

Capture new leads

Collect leads from forms and imports in one structured table before enrichment.

WHAT YOU NEED TO DO

1. Create a leads table in Supabase.
2. Add columns for email, company and source.
3. Import existing leads from a CSV file.
4. Reject rows without a valid email.

CHECK AT THE END

- ☐ Leads table exists
- ☐ Invalid emails are rejected

RESULT

All new leads are stored in one place.

LINKS

Supabase Database Guide: <https://supabase.com/docs/guides/database>

2

Normalise company data

Clean company names and domains so enrichment jobs do not create duplicates.

WHAT YOU NEED TO DO

1. Extract the domain from each email address.
2. Normalise company names to lowercase.
3. Remove legal suffixes like GmbH or Inc.
4. Flag duplicate domains for review.

CHECK AT THE END

- ☐ Domains are extracted
- ☐ Duplicates are flagged

RESULT

Company records are clean and comparable.

LINKS

n8n Documentation: <https://docs.n8n.io/>

3

Enrich with public sources

Add firmographic details from a trusted data provider or your own research list.

WHAT YOU NEED TO DO

1. Call your enrichment provider for each domain.
2. Store industry, size and country.
3. Keep the source and timestamp for each field.
4. Skip leads that already have fresh data.

CHECK AT THE END

- ☐ Source is stored with each field

[] Fresh records are not enriched twice

RESULT

Leads contain usable firmographic data.

LINKS

OpenAI API Reference: <https://platform.openai.com/docs/api-reference>

4

Score fit with AI

Use a short prompt to score each lead against your ideal customer profile.

WHAT YOU NEED TO DO

1. Write a compact ideal customer profile.
2. Send company data to the OpenAI API.
3. Ask for a score from 1 to 10 and a reason.
4. Store the score and reason in Supabase.

CHECK AT THE END

- ☐ Prompt includes the profile
- ☐ Scores include a short reason

RESULT

Every lead has a fit score and reason.

LINKS

OpenAI Text Generation: <https://platform.openai.com/docs/guides/text-generation>

5

Review and sync to CRM

Review low-confidence scores and push approved leads to your CRM.

WHAT YOU NEED TO DO

1. Filter leads with a score above seven.
2. Review medium scores manually.
3. Push approved leads to your CRM.
4. Log the sync result for each lead.

CHECK AT THE END

- ☐ High scores are synced
- ☐ Failures are logged

RESULT

Qualified leads reach the CRM with clean data.

LINKS

Notion API Reference: <https://developers.notion.com/reference>

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

Notion API

<https://www.notion.so/?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

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Supabase

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