

PLAY #20:

MID-FUNNEL DEAL ACCELERATION CAMPAIGN

Reactive | Mid-funnel | Momentum-building

This play is built for opportunities that are sitting still. Maybe they’ve been in the same stage for over a month. Maybe the buying team lost urgency because they’ve moved on to other priorities. Whatever the reason, this play helps your team spot that slow fade and respond with fresh momentum and direction.

The ultimate goal here is to remove friction. You’re simply trying to make the path forward feel easier, clearer, and lower-risk than doing nothing.

What it looks like in action

Tactic	Description
Flag stagnant opps	Use CRM or RevOps tools to surface deals sitting idle beyond a set threshold (e.g., 30–45 days in Stage 2). Cross-check with buyer engagement signals using Gong, Tofu, or Clari.
Send a decision kit	Package up a forwardable 2-pager or short deck that answers: Why Now, Why Us, Why It’s Low-Risk. Include a time-to-value chart, recent proof points, and a path to implementation.
Drop a stakeholder sampler	Share role-specific content that speaks to each decision-maker’s concern: “For your CFO,” “For your end users,” “For your IT lead.” Tailor delivery based on past engagement.
Offer a quick path to proof	Invite them to a short, role-relevant working session like a mini diagnostic, ROI calculator walkthrough, or sandbox demo. Use this as a lightweight way to rebuild urgency and credibility without asking for a full meeting
Enlist exec-to-exec support	Trigger outreach from a senior leader on your team. Keep the note brief and strategic: “Here’s what we’re seeing work right now with companies like yours.” Add a relevant customer quote.
Run an internal deal audit	Use Gong, Tofu, or Clari to run a mini diagnostic: Where did interest drop off? Who hasn’t engaged? Let AI suggest the next move—content, contact, or channel.

WHY IT WORKS:

Mid-funnel stalls are often caused by silence, not skepticism. Buyers get busy, get overwhelmed, or hit internal blockers. The worst thing you can do is go quiet.

This play lets you re-enter with relevance. Instead of repeating the pitch, it reframes the path to value. It reminds the buying team what they cared about, shows them what's changed, and makes the next step feel obvious.