TELEIOS STRATEGY

A PIPELINE DISCIPLINE TOOL

The Real Coverage Calculator

Four adjustments that turn the coverage you report into the coverage you actually have.

A Teleios Strategy Resource | teleiostrategy.com/convert

THE INSIGHT

Your 3x pipeline coverage isn't safety. It's camouflage.

The 3x rule has a hidden assumption: that you'll win a third of your pipeline. Median B2B win rates have fallen to roughly 19 percent — so the most trusted safety number in sales quietly funds barely half of quota. The ratio was designed to comfort, not inform.

33%

the win rate the 3x rule assumes

19%

median B2B win rate today

2.8x

real coverage of a 4x pipeline with 30% stale deals

Sources: 2022–2024 B2B win-rate benchmark data; Clari pipeline coverage research (2026)

THE FRAMEWORK

Four adjustments. Two numbers.

Walk the pipeline through all four. Report what you find next to what you've been reporting.

01

True Multiple

THE RULE

Required coverage = 1 ÷ your trailing-12-month win rate.

DO THIS

- Win 19%? You need ~5x — not 3x
- Recompute every quarter

02

Stage-Weight

THE RULE

A Stage 1 dollar is not a Stage 4 dollar.

DO THIS

- Weight by your historical conversion per stage
- No gut probabilities

03

Age-Discount

THE RULE

Deals older than 2× your average cycle aren't pipeline.

DO THIS

- Buyer-verified next step — or it comes out
- Purge monthly

04

Fit-Adjust

THE RULE

Off-ICP deals close at a fraction of your blended rate.

DO THIS

- Score every deal against ICP
- Weight off-ICP at its real rate

THE KEYSTONE NUMBER

The one line that resets every pipeline review.

Required coverage =
1 ÷ your real win rate

The 3x rule assumes you win a third of your pipeline. At a 19 percent trailing win rate, your real requirement is over 5x — and the safety you've been reporting is camouflage. Put both numbers in the review: the coverage you report, and the coverage you actually have. The gap is the agenda.

How to use this in your next pipeline review

Stop Doing

- Reporting one blended coverage number
- Counting deals older than 2× your sales cycle
- Treating 3x as physics instead of a 33% win-rate assumption
- Fixing thin coverage by adding unqualified pipeline

Start Doing

- Reporting reported vs. real coverage side by side
- Setting your multiple at 1 ÷ trailing win rate
- Age-purging monthly — buyer-verified next step or out
- Stage-weighting with your own conversion history

Run the calculation on the first Monday of every month. The gap is the diagnosis.

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