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Top 5 Ways RevOps Teams Can Create a High-Performing Pipeline Engine

Many RevOps teams continue to rely on patchworks of data and anecdotal evidence about priority accounts and in-flight deals. Meanwhile, the best RevOps teams collaborate with cross-functional visibility, fueled by objective, complete, and actionable data that is accessible to all all extended go-to-market (GTM) teams.

Here are 5 key capabilities your organization needs to create a high-performing pipeline engine.

Capability	Why You Need It	How It Helps
1 Automate the capturing of sales activity data to improve CRM hygiene	**The average CRM is a data wasteland.** Nearly half of companies (44%) lose 10% or more in revenue every year due to poor-quality CRM data.[1]	Improve CRM hygiene by automatically collecting and mapping data from all sales activities to the appropriate contact, account, or opportunity record. Eliminating manual data entry improves sales productivity and gives RevOps leaders access to accurate, complete, and timely insights into pipeline health.
2 Tap into leading indicators to set performance benchmarks for new reps	**Higher rates of turnover impacts sales capacity.** The average rep tenure today is only 18 months[2]. Meanwhile, nearly 90% of sales reps report experiencing burnout.[3]	Accelerate rep ramp time by benchmarking KPIs of your existing top sellers. Using leading indicators such as number of meetings booked can help identify what sales behaviors correlate most to high win rates and quota attainment. With these insights, revenue leaders can coach new reps on the right types of activities to complete with key accounts and stakeholders to improve productivity, time to revenue, and overall retention rates.
3 Capture and apply account engagement data to improve territory designs	**Poor account visibility impedes territory design and annual planning.** Not knowing if sellers are penetrating key accounts has downstream impacts – for instance, an average of 30% lower sales performance due to poor territory designs.[4]	Being able to see every single historical activity – meetings, emails, and calls, including with which each buyer contact – helps ensure reps are adequately penetrating key accounts. Surfacing and analyzing this engagement data in dashboards makes it easier to rebalance territories and reassign resources to underserved accounts – improving account coverage and boosting sales capacity.
4 Use CRM-native scorecards and checklists to strengthen opportunity qualification	**Sales qualification methodologies are hard to track and enforce.** When reps qualify, assess, and advance opportunities differently, there is a direct impact on pipeline health – over 1 in 2 reps (54%) don't trust pipeline accuracy.[5]	Ensure reps satisfy all required steps and exit criteria before advancing an opportunity. Assess how well reps are following the methodology for each opportunity, including whether they are adequately engaging champions, economic buyers, and other key contacts. Gaining more confidence in your methodology creates more confidence in pipeline health – resulting in better forecasts, shorter deal cycles, and higher win rates.
5 Leverage AI insights and engagement dashboards to tighten deal execution	**More buyers to convince, less time to do it.** The average B2B deal involves 6 to 10 decision-makers, but sales reps only get 5% of the sales cycle to engage buyers.[6]	Proactively de-risk opportunities with AI-powered alerts that signal potential trouble such as single-threaded deals, missing executive engagement, and no next steps identified. Then, get prescriptive recommendations on next steps by comparing past and upcoming activity to previous closed/won opportunities, such as the number of meetings to hold with key stakeholders within a given sales stage.

1 eWeek, "Study Looks at CRM Data, from Accuracy to Business Impact," May 3, 2022

2 Hubspot, "The Biggest Threat to Sales Teams in 2021 Isn't Losing Clients," May 2021

3 Gartner, "Gartner Sales Survey Finds Nearly 90% of Sellers Feel Burned Out From Work," August 2022

4 Xactly, "Sales Territory Planning Best Practices," Aug. 15, 2022

5 Hubspot, Oct. 2019

6 Gartner, "5 Ways the Future of B2B Buying Will Rewrite the Rules of Effective Selling," 2020