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5 Key Capabilities to Prime Your Pipeline

Many go-to-market (GTM) teams are inadequately prepared to deliver better pipeline coverage. These teams are handcuffed by poor-quality CRM data and a sales methodology that isn't fully operational.

Meanwhile, best-in-class organizations have laid the right foundation for better sales planning and downstream execution by tapping into these 5 core capabilities.

Capability	Why You Need It	How It Helps
1 Automated sales activity capture	**The average CRM is a data wasteland.** Incomplete data is a seller's worst nightmare – 48% rank it as the #1 sales issue[1], while nearly half of companies (44%) lose 10% or more in revenue every year due to poor-quality CRM data[2].	Free reps to focus more time on selling by automatically capturing data from every interaction with customers and prospects. Data is synced to the CRM and displayed in embedded engagement dashboards where sellers already work. The use of filtering techniques based on machine learning ensures that only business-relevant data is pulled in, and is automatically mapped to the right account, contact, and opportunity record – delivering accurate, complete, and timely insights for pipeline- and account-building activities.
2 360-degree views of all accounts and buyer contacts	**Poor account visibility impairs strategic planning.** Not knowing if sellers are penetrating key accounts has downstream impacts – for instance, 30% lower sales performance due to imbalanced territory designs[3].	Being able to see every single historical activity – meetings, emails, calls, including with each account contact – makes it easier to rebalance sales territories. Using engagement data also helps build better account plans, including identifying dormant accounts that have high intent, which are target-rich opportunities for building more pipeline.
3 Leading indicators and benchmarks	**Looking into the rearview can't shape forward-looking outcomes.** Nearly 65% of teams still only track lagging indicators[4] such as average deal size or past bookings, but these can't help predict future sales successes.	Using leading indicators such as number of meetings booked helps identify which behaviors correlate most to closed/won and higher win rates. The use of AI and machine learning can automatically surface these prescriptive insights, helping managers prepare the extended sales team to replicate the successes of top performers.
4 CRM-native opportunity scorecards and checklists	**Sales methodologies are hard to enforce and measure.** Meaning reps are qualifying opportunities differently, which impacts pipeline and forecast accuracy. Bringing in another point tool likely won't help – 76% of companies say poor adoption of sales tech is a top reason teams miss quotas[5].	Using scorecards and checklists will ensure reps satisfy required steps and exit criteria before advancing an opportunity. Scorecards measure how well reps are adopting the methodology – giving you the insights to measure compliance and, ultimately, more confidence in pipeline health, forecast accuracy, and achieving higher win rates.
5 Easy-to-use dashboards for marketing, built around the same GTM data	**Here's a positive note:** Tightly aligned marketing and sales teams generate 209% more revenue from leads[6]. Universal visibility into a unified set of data on buyers and accounts goes a long way!	Supplying marketing with the same account- and persona-level insights can help prioritize tactics, while targeting and nurturing the personas who historically drive the highest win rates. Priming this integration between marketing and sales is a win-win-win: investments are optimized, campaign attributions improve, and sellers can stay laser-focused on opportunities that are ready to close.

Get Ready to Generate a Healthier, More Predictable Pipeline

Pave the way for an ideal, frictionless path to more pipeline and revenue generation. Get our workbook for more guidance, including how to assess your strengths and pinpoint areas for improvement.

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WORKBOOK
3 Steps to Prepare for a Healthier Pipeline

Get the workbook

[1] LinkedIn, Global State of Sales Report 2022, US and Canada Edition
[2] eWeek, Study Looks at CRM Data, from Accuracy to Business Impact, May 3, 2022
[3] Xactly, "Sales Territory Planning Best Practices," Aug. 15, 2022
[4] CSO Insights
[5] Allego, "The Sales Enablement Technology Report," February 2022
[6] Marketo, 2019