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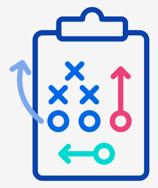
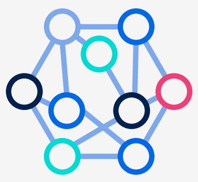
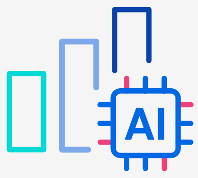
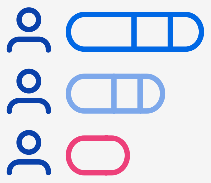
Top 5 Ways to Fine-tune Your Pipeline Engine and Win More Business

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

Here are 5 key capabilities your organization needs to fine-tune your pipeline engine.

Capability	Why You Need It	How It Helps
1 CRM-native account plans and scorecards 	**Buyers today expect you to have deep knowledge of their business.** Yet, 82% of B2B decision-makers think sales reps are unprepared to make a sale.[1]	Ensure plans are being executed by validating activity within the account and providing health scores based on previous engagement with the customer. Then, surface dormant accounts that have active pipeline or high intent, but low sales activity, so reps and managers can course-correct as needed.
2 Automated relationship maps 	**Today's buying groups are more complex than ever.** The average B2B deal contains 11 individuals[2].	Continuously visualize the entire buying group of priority accounts – even as people get promoted or leave. Help sellers understand the influence each buyer wields, and map their connections to other potential advocates or detractors.
3 AI-driven indicators to set performance benchmarks 	**You have less time to win over prospects.** Not only are buying groups bigger, but reps only get 5% of the sales cycle to engage buyers.[3]	Data-driven breakdowns of trends such as the number of meetings can help sales understand what is happening week to week and how this activity compares to past behaviors that generated the most success – assuring the health and status of each key opportunity.
4 Account and stakeholder engagement scores 	**Buyer turnover is high.** The reality is that 86% of sales teams had a deal stall in the last year[4] because a decision-maker left for another gig.	When paired with relationship maps and benchmarks, stakeholder insights and engagement scores help ensure reps are connecting with the right buyers, at the right time and frequency, while also surfacing gaps and prescribing next steps.
5 CRM-native opportunity scorecards and checklists 	**Sales methodologies are hard to validate 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 complete all required steps and satisfy exit criteria before advancing an opportunity. Assess how well reps are following the methodology for each opportunity. Gaining more confidence in your methodology creates more confidence in pipeline health – resulting in better forecasts, shorter deal cycles, and higher win rates.

Unleash a High-Performing Pipeline Engine

Make the unclear, clear so that your pipeline engine runs smoothly. Download our workbook for more guidance, including how to assess your strengths and pinpoint areas for improvement.

Get the workbook

1 MarTechCube, The State of SaaS Sales: Challenges, Skills, and Tech," July 30, 2022
2 LinkedIn, Global State of Sales Report 2022, US and Canada Edition
3 Gartner, "Future of Sales 2025: Deliver the Digital Options B2B Buyers Demand," March 21, 2021
4 LinkedIn, Global State of Sales Report 2022, US and Canada Edition
5 Hubspot, Oct. 2019