

## How to start using data and signals in Pipeline Management

1

Pick 30 opportunities as your pilot. Small enough to manage manually, large enough to see patterns.

2

Choose 3-5 buying signals that actually predict closure in your business – engagement level, budget discussions, timeline indicators, intent behavior, organizational changes.

3

Connect your existing tools (CRM, email tracking, website analytics). Start simple: manually track stakeholder count, engagement dates, and budget status if needed.

4

Create a simple 100-point framework. High engagement + budget discussion + clear timeline = priority lead. Score your 30 manually first.

5

Work your highest-scored leads daily. Review weekly. Adjust monthly based on what actually closed.

### Ready to find your hidden Revenue?

Stop jumping between CRM, ERP, documents, socials, and many more – pure bont brings all your data into one dashboard, so you know exactly where to act.

**All your customer data, centralized and actionable.**

**Act faster.**

**Close sooner.**



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