

# Pipeline Governance & Commercial Feedback Framework

## Problem:

Pipeline visibility was reactive, stalled opportunities lacked escalation controls, and customer feedback was inconsistently documented.

### Framework Introduced:

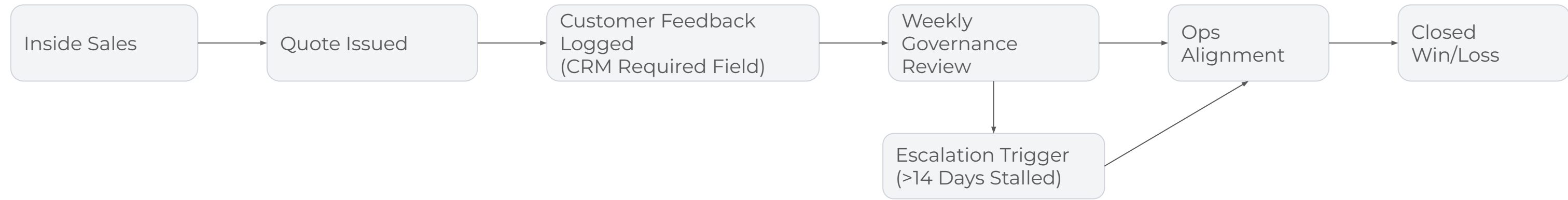
- Structured quote aging controls
- Mandatory CRM feedback capture
- 14-day stall escalation trigger
- Weekly governance review cadence

↓ 34%  
Stalled Pipeline

↑ 11%  
Win Rate

↑ 22%  
Pricing Visibility

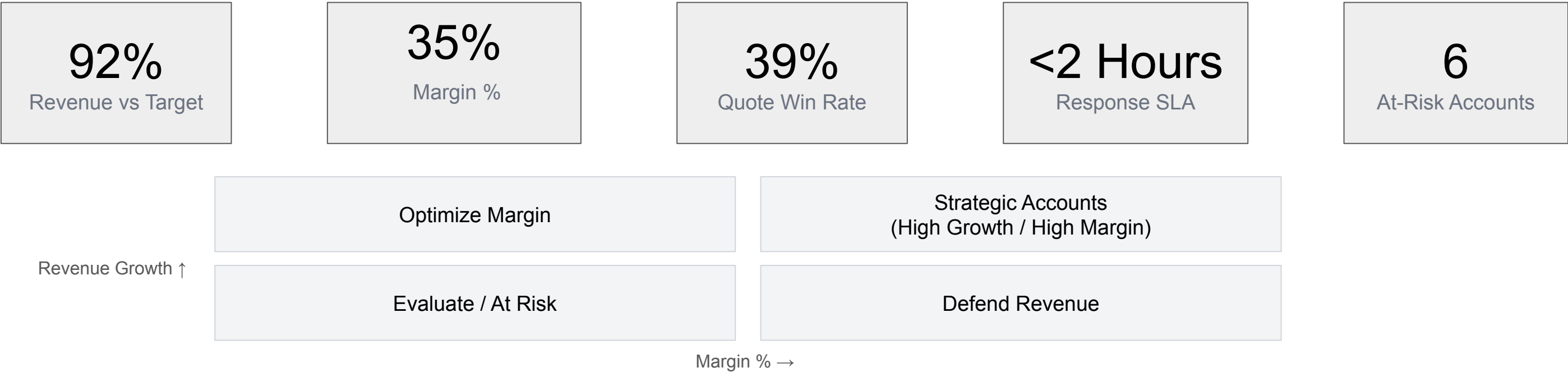
# Structured Pipeline & Feedback Governance Workflow



## Cross-Functional Governance Rules

- Sales + Ops weekly sync
- No quote issued without pricing validation
- 24-hour response standard
- Structured win/loss review loop

# Account Ownership & Performance Visibility Infrastructure



## Account Governance Standards

- Named account owner per region
- Monthly performance review cadence
- Standardized KPI dashboard reporting
- Executive visibility into margin & growth exposure