

Pipeline Governance & Commercial Feedback Framework

Problem:

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

Framework Introduced:

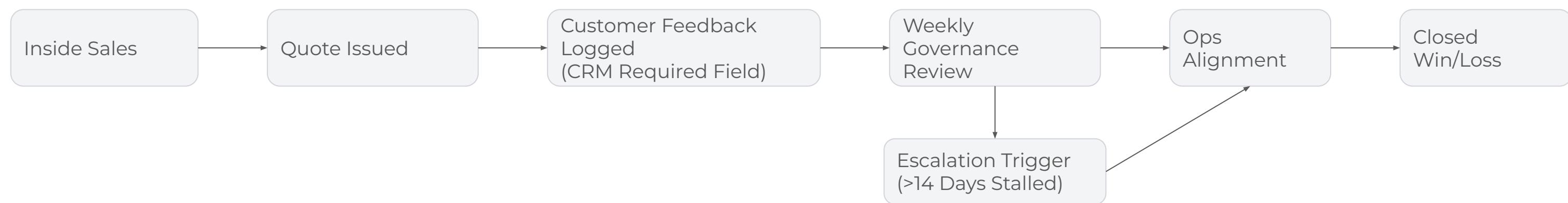
- Structured quote aging controls
- Mandatory CRM feedback capture
- 14-day stall escalation trigger
- Weekly governance review cadence

↓ 34%
Stalled Pipeline

↑ 11%
Win Rate

↑ 22%
Pricing Visibility

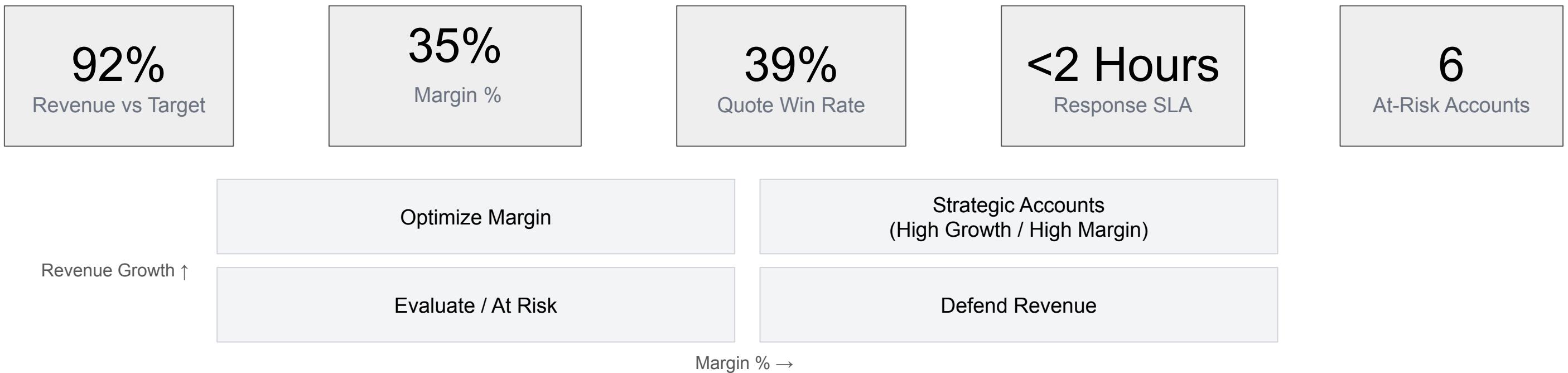
Structured Pipeline & Feedback Governance Workflow



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