



# 4 Hidden Drains on Your Pipeline

(And Where the Biggest Gains Are)





## OPPORTUNITY #1

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# Research at Scale

Sales reps spend 70% of their time on non-selling tasks.  
Automating research instantly increases selling capacity.

— Salesforce State of Sales Report (2024)



## OPPORTUNITY #2

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# Focus on the Active 5%

Only 5% of your total addressable market is actively buying at any given moment. Precision beats volume.

— Ehrenberg-Bass Institute & LinkedIn B2B Institute



### OPPORTUNITY #3

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# Fix Your CRM Data Decay

B2B contact data decays at 22-30% per year. That means nearly a third of your database becomes obsolete annually.

— HubSpot Database Decay Study



## OPPORTUNITY #4

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# Win Earlier

70–80% of the buyer journey happens before first sales contact, and 81% already have a preferred vendor by then.

— Gartner B2B Buying Journey; 6sense Buyer Experience Report (2024)



## THE PATTERN

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# Effort Isn't the Problem

Sales teams work hard. Teams with real-time market signals work ahead of the buyer.



## THE FIX

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# Intelligence Before Action

Know which accounts are moving. Know why. Know when. Then act, before your competition does.





# Turn Insight into Advantage

Your team deserves leverage.

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