



4 Hidden Drains on Your Pipeline

(And Where the Biggest Gains Are)





Opportunity #1

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

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

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

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

Effort Isn't the Problem

Sales teams work hard.

Teams with **real-time market signals** work ahead of the buyer.



The Fix

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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