4 Things Killing Your Pipeline

(And Your Team's Motivation)

Time Killer #1

The Research Rabbit Hole

Your top salespeople spend over 70% of their time on administrative tasks instead of selling.

That's not a productivity problem - it's a structural failure.

Source: Salesforce State of Sales Report (2024)

Time Killer #2

Chasing the Wrong 95%

Only 5% of your target customers are actively looking to buy right now.

The other 95% aren't ignoring you - **they're just not in-market**.

Source: Ehrenberg-Bass Institute & LinkedIn B2B Institute

Time Killer #3

Your CRM
Is Decaying

B2B contact data decays at 22-30% per year.

That means **nearly a third of your database becomes obsolete annually**.

Source: HubSpot Database Decay Study

Time Killer #4

Missing
the Window

70-80% of the buyer journey happens before they contact you.

By the time they reach out, **81% already have a preferred vendor**.

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

The Pattern

It's Not Your Team's Fault

They're working hard. But they're working blind - reacting instead of anticipating.

Without real-time signals, effort doesn't equal results.

The Fix

Intelligence Before Action

Know which accounts are moving. Know why. Know when.

Then act - before your competition does.

Work Smarter,
Win More

Your team deserves better tools.

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