



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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