

Add Quality-of-Pipeline to Your Quality-of-Earnings Analysis

If you are looking to acquire a company, or sell your existing company, a Quality-of-Earnings (**QoE**) report provides a detailed analysis of a company's revenue and expenses. A key objective of a **QoE** report is to assess the sustainability and accuracy of historical earnings as well as the achievability of future projections.

Past performance is not indicative of future results

QoE, even with its adherence to GAAP, does have a major blind spot in that it does not validate the quality of a company's existing pipeline and forecast.

While **QoE** focuses on core financials, it has little relevance into future sales performance, predictability and insights. Determining what is real in the company's overall pipeline and near-term forecast requires another level of assessment.

If you have concerns about the trust (quality and accuracy) of a pipeline, Quick Start Strategies (QSS) has created a tech-enabled service to assess the quality of a pipeline.

Enter Quality-of-Pipeline (QoP)

Establishing the quality of a company's pipeline requires a structured analysis of its past sales performance. There are 3 steps to establishing a company's **QoP**:

Step 1: Frame the company's sales strategy

Document the company's specific sales strategy related to market segmentation, solution attributes, and performance & behavioral metrics that are identified as having the highest impact on sales success.

Leveraging Quality of Pipeline (Delivered within 5 days)

Step 1: Frame

The company's sales strategy

Step 2: Analyze

Your historical wins, and losses

Step 3: Score

Each opportunity in your pipeline



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Step 2: Analyze past wins to determine the company’s Optimal Opportunity Profile (OOP)
Run **Revenue-analyzer** against the past 4 to 8 quarters of opportunity data to identify those attributes and metrics that have the highest impact on winning or losing an opportunity. This establishes the company’s Optimal Opportunity Profile (OOP).

Step 3: Score all opportunities to establish your true Quality-of-Pipeline
The **Revenue-analyzer** results are then applied to your existing pipeline by opportunity to determine the company’s true revenue forecast. **Revenue-analyzer** provides a consistent framework for determining those opportunities across your sales pipeline that are aligned, or misaligned, to winning. By opportunity, it highlights those corrective actions that will improve your probability of winning.

Finally, the results from your Quality-of-Pipeline review can be leverage by executives, managers, and sales to clean up the company’s existing pipeline, and drive sustainable revenue growth into the future.

QoP dashboard example



About Quick Start Strategies

Founded in 2014, Quick Start Strategies is a boutique consulting and technology firm focused on helping *under- or erratic-performing* companies improve revenue performance, predictability, and insights. Since our inception, we have analyzed and worked with companies of all sizes around the world to benchmark and improve revenue performance.

Learn more about us today at www.qsstrategies.com.