

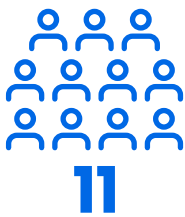
# What’s Throttling Your Sales Pipeline Engine?



## 9 Stats That Highlight Why Your Sales Performance May Experience a Slowdown

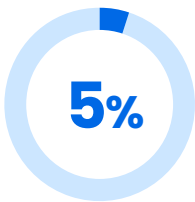
Your go-to-market (GTM) teams need to maximize the impact of every opportunity. Improved levels of operational visibility and better buyer intelligence are required, but several obstacles stand in the way of achieving better GTM performance.

### You Have More Buyers to Convince...



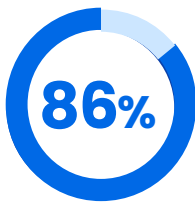
Average number of buyers in B2B sales cycles today<sup>1</sup>

### But Less Time to Do It...



Of the sales cycle is all the time your reps have to engage prospects<sup>2</sup>

### So More Deals Are Stalling.



Of teams had a deal stall in the last 12 months because a decision maker moved on<sup>3</sup>

### You May Be Focusing on the Wrong Metrics...



Of teams still only track lagging indicators<sup>4</sup> such as average deal size or past bookings, but these can’t help predict or shape future sales success

### You Aren’t Confident About Pipeline Health...



Don’t feel their pipeline is accurate<sup>5</sup>

### So Your Sales Funnel Gets Congested.



Of a typical sales funnel consists of stuck deals, contributing to longer sales cycles<sup>6</sup>

### You’re Experiencing Higher Rep Turnover...



Increase in sales rep turnover over a 3-month period in 2021<sup>7</sup>

### Reps Don’t Spend Enough Time Selling...



Amount of time reps actually spend selling products or services<sup>8</sup>

### And Revenue Is Being Left on the Table.



Of enterprises report losing 10% or more in revenue each year due to poor CRM data<sup>9</sup>

## Explore Ways to Overcome These Obstacles and Unleash Your Pipeline’s Full Potential



Get our eBook to learn more about these challenges and proven ways to overcome them.

[Get the eBook](#)



Read our workbook for prescriptive guidance and the next steps to take toward a high-performing pipeline.

[Get the workbook](#)

<sup>1</sup> LinkedIn, Global State of Sales Report 2022, US and Canada Edition

<sup>2</sup> Gartner, “Future of Sales 2025: Deliver the Digital Options B2B Buyers Demand,” March 21, 2021

<sup>3</sup> LinkedIn, Global State of Sales Report 2022, US and Canada Edition

<sup>4</sup> CSO Insights

<sup>5</sup> Hubspot, Oct. 2019

<sup>6</sup> Salesforce, “Get the Most out of your Sales Cloud Implementation with this Best Practices Guide,” May 12, 2021

<sup>7</sup> LinkedIn’s Economic Graph, 2021

<sup>8</sup> LinkedIn, Global State of Sales Report 2022, US and Canada Edition

<sup>9</sup> eWeek, Study Looks at CRM Data, from Accuracy to Business Impact, May 3, 2022