people.ai

Top Warning Signs for RevOps That Your Pipeline Needs Some Repair

3 Reasons to Assess the State of Your RevOps Engine

Your RevOps team must work more efficiently than ever when partnering with sales and marketing to deliver a healthy pipeline and win more revenue. Unfortunately, the deck may very well be stacked against you. If any of the following challenges sound familiar, you likely need to change your tactics and overall approach.

Reason 1: Poor CRM Hygiene Handcuffs Your GTM Teams

Your CRM Is a Sales Inhibitor, Not Enabler...

41%

of sales professionals say inaccurate CRM data is their No. 1 challenge[1]

Which Is Killing Rep Productivity...

68%

of sellers feel they would be more productive if they didn't manually update their CRM[2]

And Leads to Revenue Leaks.

44%

of enterprises report losing 10% or more in revenue each year due to poor CRM data[3]

Reason 2: Overall Sales Tool Fatigue

Too Many Tools, Not Enough Time Selling...

62%

of a sales rep's time is spent using sales technology (not actively selling)[4]

Which Can Lead to Missed Numbers...

76%

of companies say that poor adoption of sales tools is a top reason teams miss their sales quotas[5]

And Prevents Managers From Coaching.

82%

of sales leaders say that trying to get reps to use the provided sales tools feels like a second job[6]

Reason 3: Lack of Insights Into Account and Contact Engagement

Can Lead to Poorly Designed Territories...

30%

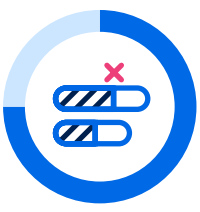
the amount sales teams underperform when sales territories aren't optimized[7]

Cause Reps to Be Underprepared...

82%

of B2B decision-makers think sales reps are unprepared to make a sale[8]

So a Majority of Teams Underperform.



75%

of teams don't meet their monthly, quarterly, or annual revenue goals[9]

Discover What's Needed for a Healthier Pipeline

Read our listicle to learn 5 proven ways to build a high-performing pipeline engine.

Get the listicle

Read our workbook for prescriptive guidance and steps you can follow to improve RevOps execution.

Get the workbook

1 LinkedIn, Global State of Sales Report 2022, US and Canada Edition
2 Futurum Research, Reimagining the Sales Process – Are You Ready?, June 17, 2022
3 eWeek, Study Looks at CRM Data, from Accuracy to Business Impact, May 3, 2022
4 SpiceWorks, "5 Considerations for Deploying a Digital B2B Sales Approach," Feb. 18, 2022
5 Allego, "The Sales Enablement Technology Report," February 2022
6 Ibid
7 Xactly, "Sales Territory Planning Best Practices," Aug. 15, 2022
8 MarTechCube, "The State of SaaS Sales: Challenges, Skills, and Tech," July 30, 2022
9 Square2Marketing, "Why Your Company Needs Revenue Operations in 2022," May 17, 2022