

A FULL PIPELINE CAN STILL HIDE A REVENUE GAP.

≡ FULL PIPELINE ≡



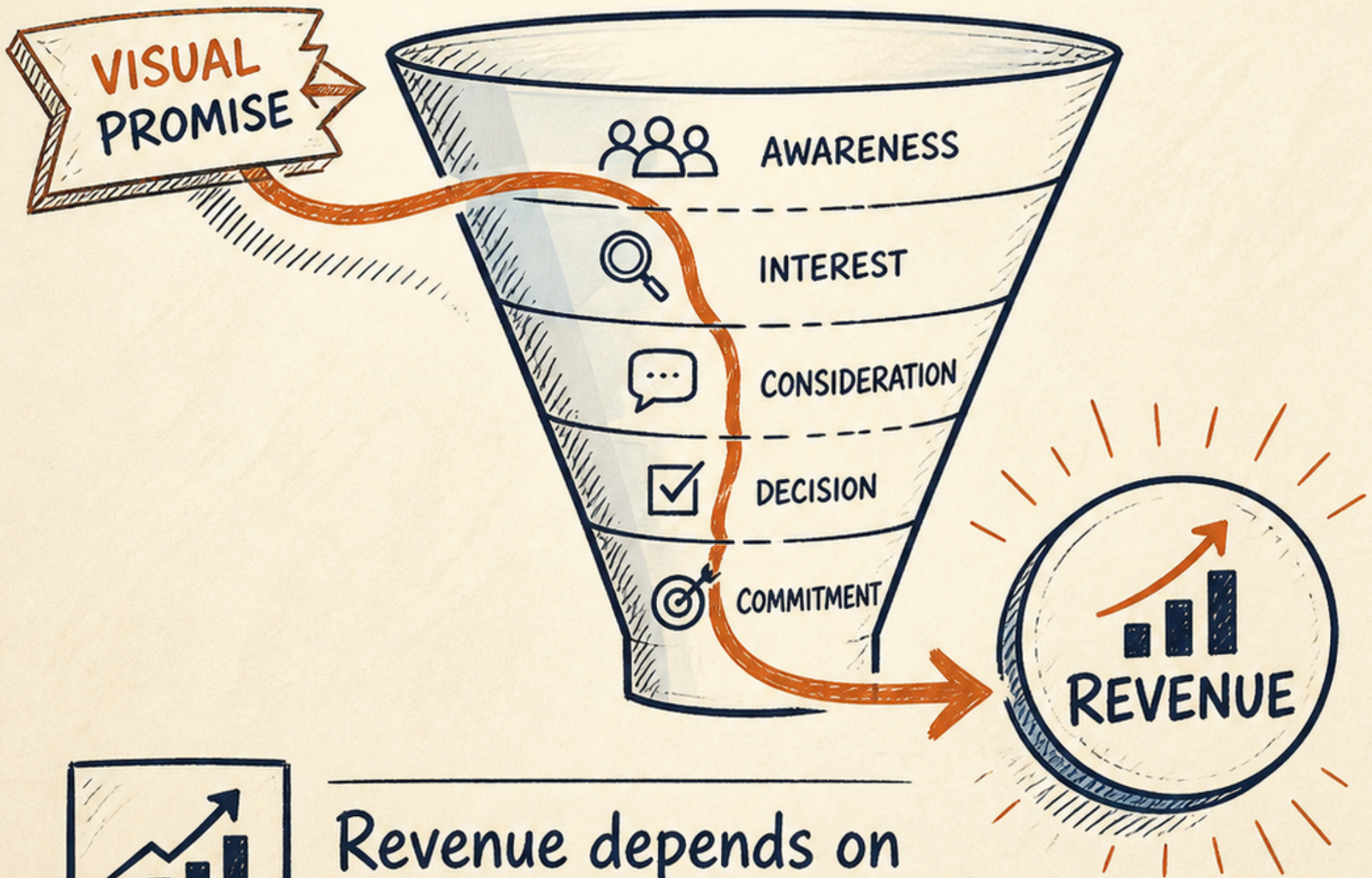
Volume is only one
part of the system.

PIPELINE VALUE

IS A

PROMISE

— NOT A RESULT.



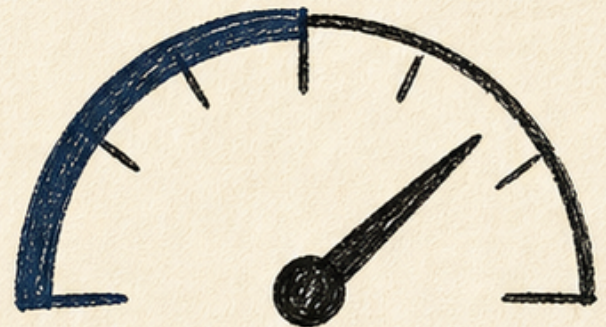
Revenue depends on
movement and conversion.

CHECK FOUR VARIABLES



1 VOLUME

enough opportunity?



2 QUALITY

strong conditions?



3 VELOCITY

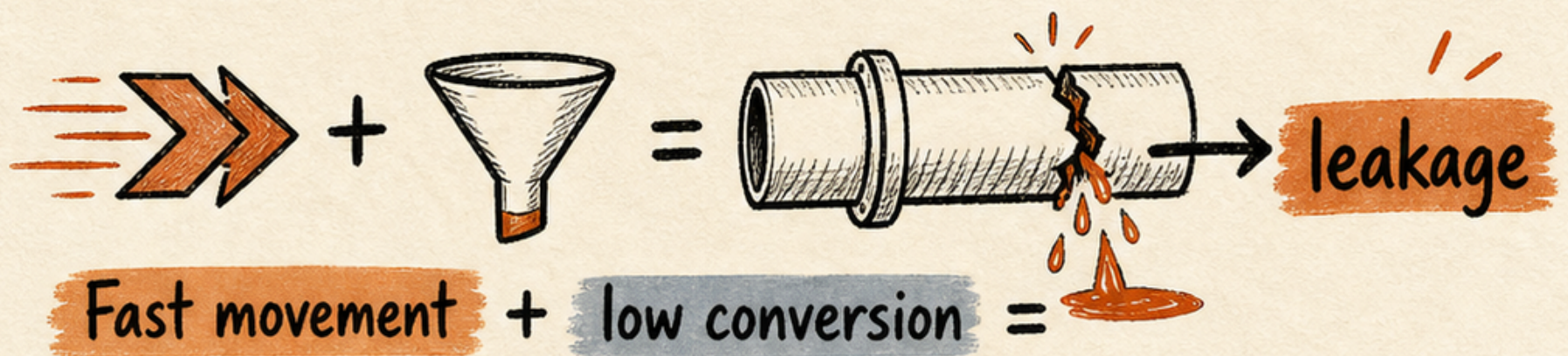
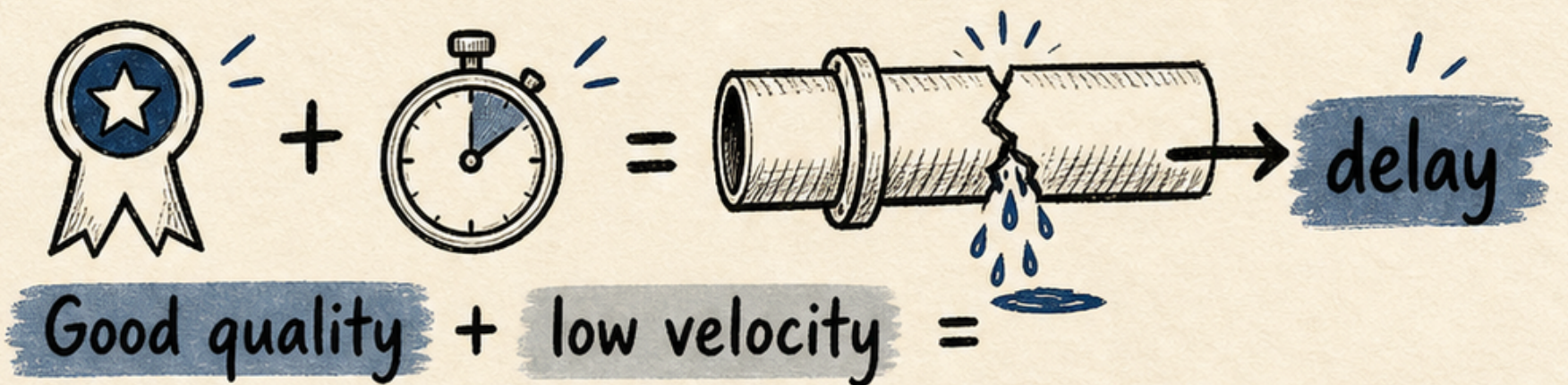
moving on time?



4 CONVERSION

becoming revenue?

DIAGNOSE THE GAP



DO NOT ADD

MORE LEADS BEFORE FINDING THE GAP.

Which pipeline variable
needs attention?

DIAGNOSE IT

