

The frictionless pipeline

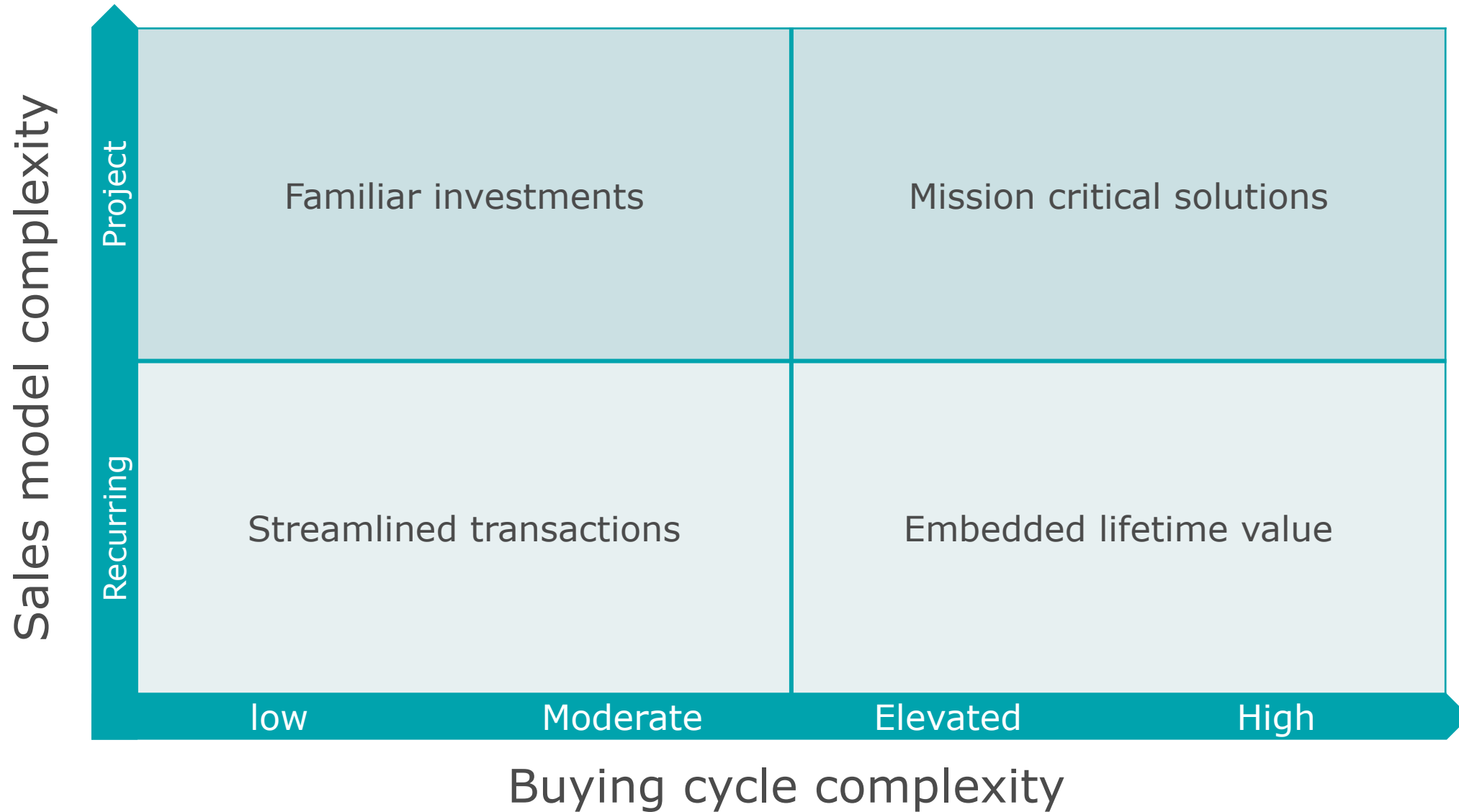
Convert more, faster

5-11-2025

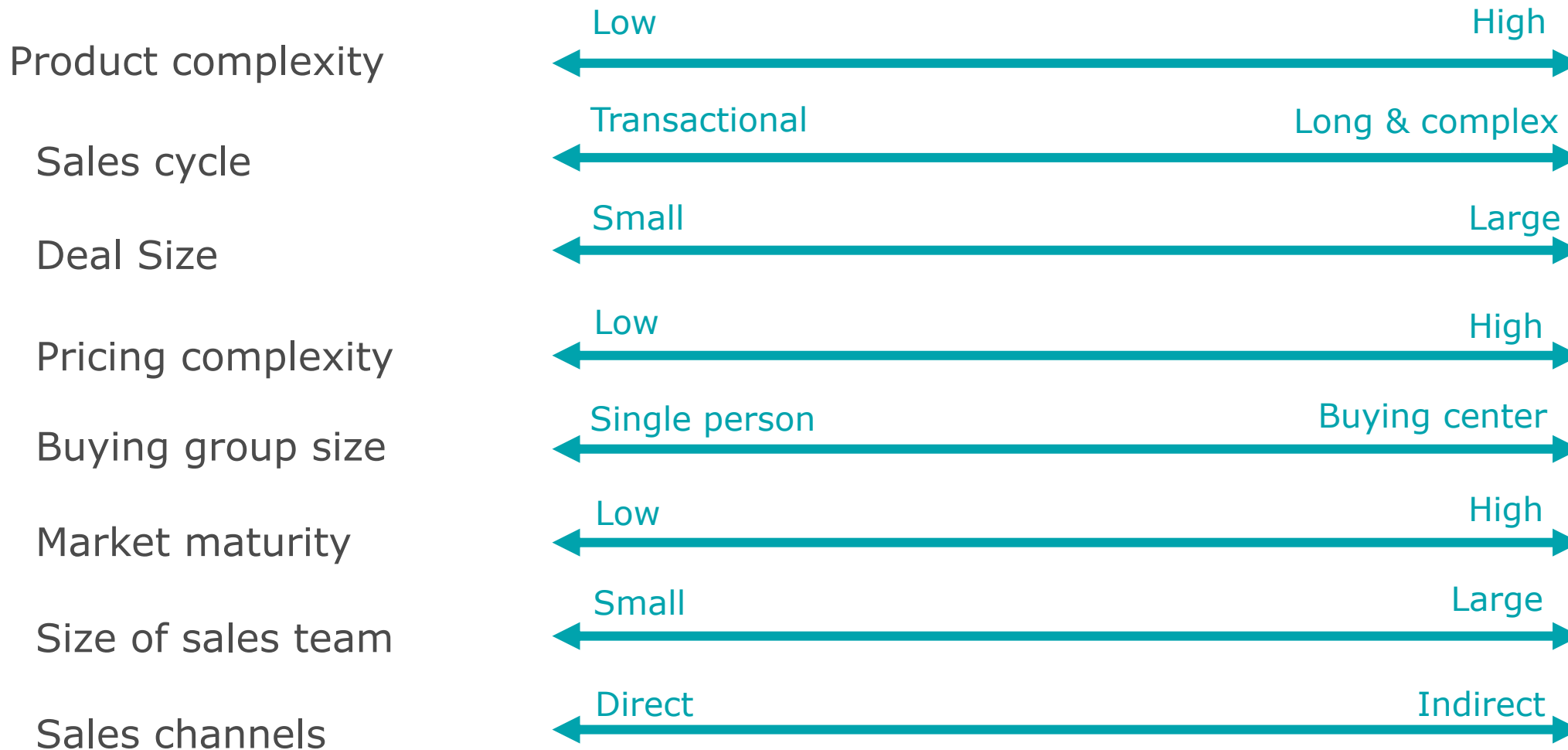
 **PERPETOS**
Commercial Excellence

Optimize Customer Engagement: Matching Sales Model and Buying Cycle Complexity

A structured framework to align go-to-market approaches with buying cycle complexity



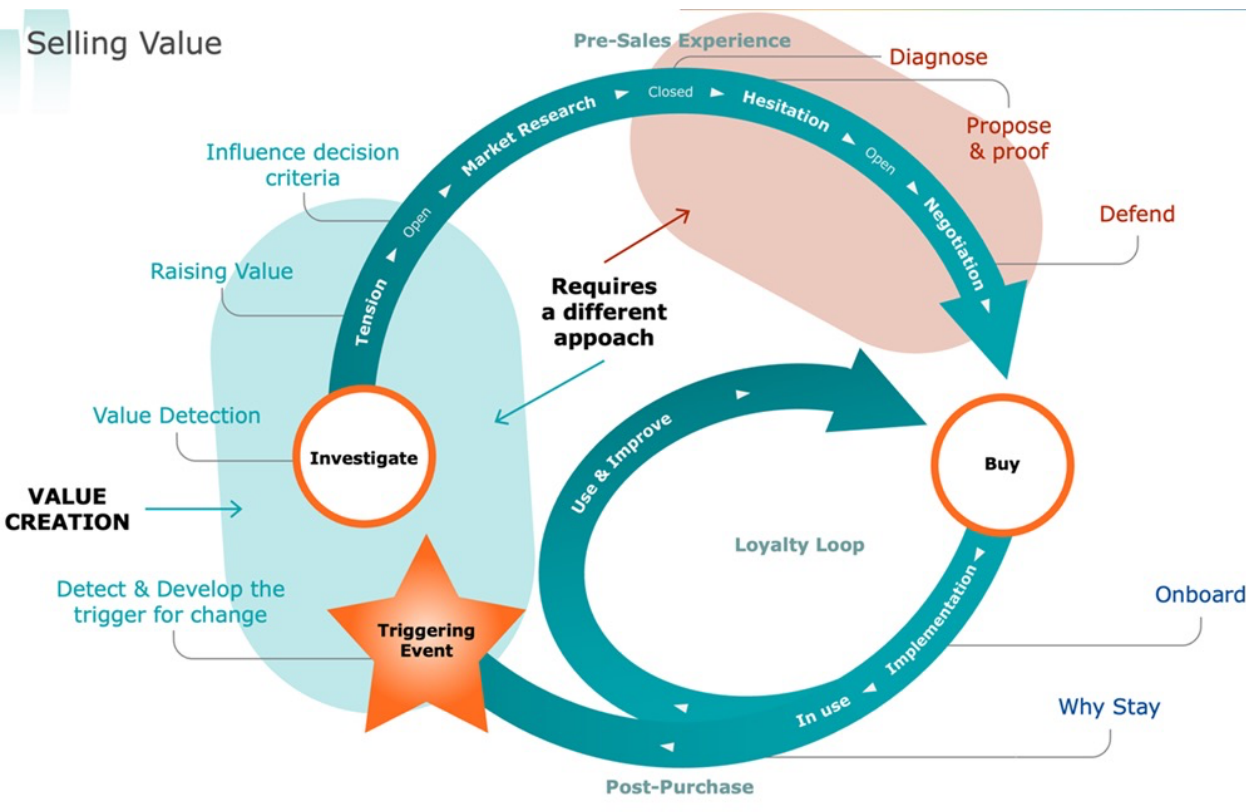
Complexity and diversity in the foundation of the design



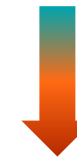
Requires both pipeline and Account Portfolio business support

Biggest pitfalls & mistakes in deal development

Based on over 15.000 deal reviews



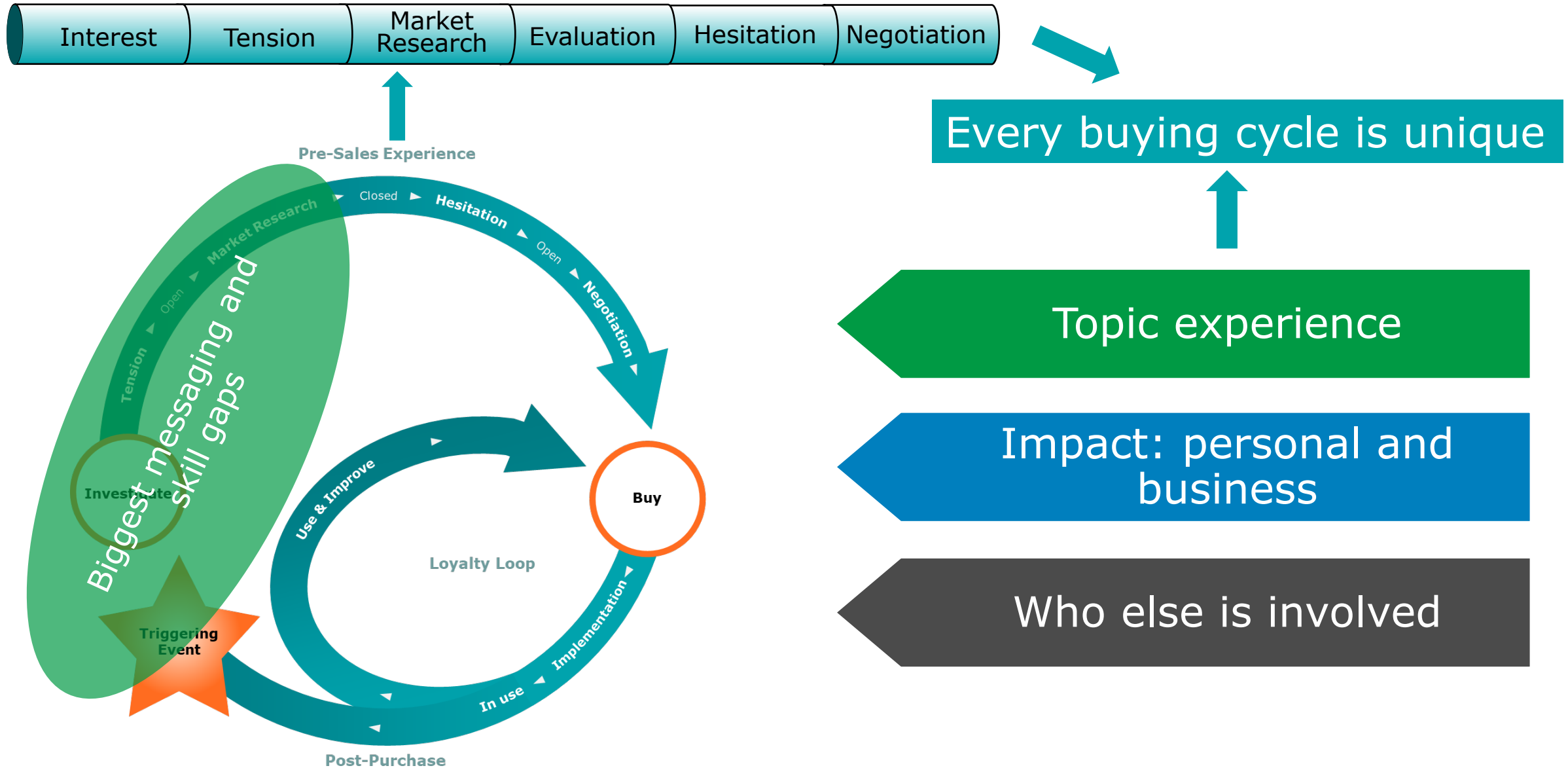
- Late entry
- Lack of buying center coverage (insights)
- Not diagnosing the context
- Offering focused discovery
- From discovery to proposal (influencing buying criteria)
- Too early proposals
- Missing buying process insights
- No quantification
- Selling through sponsor
- Lack of view on balance of power



1. Wrong timing
2. Missing actions

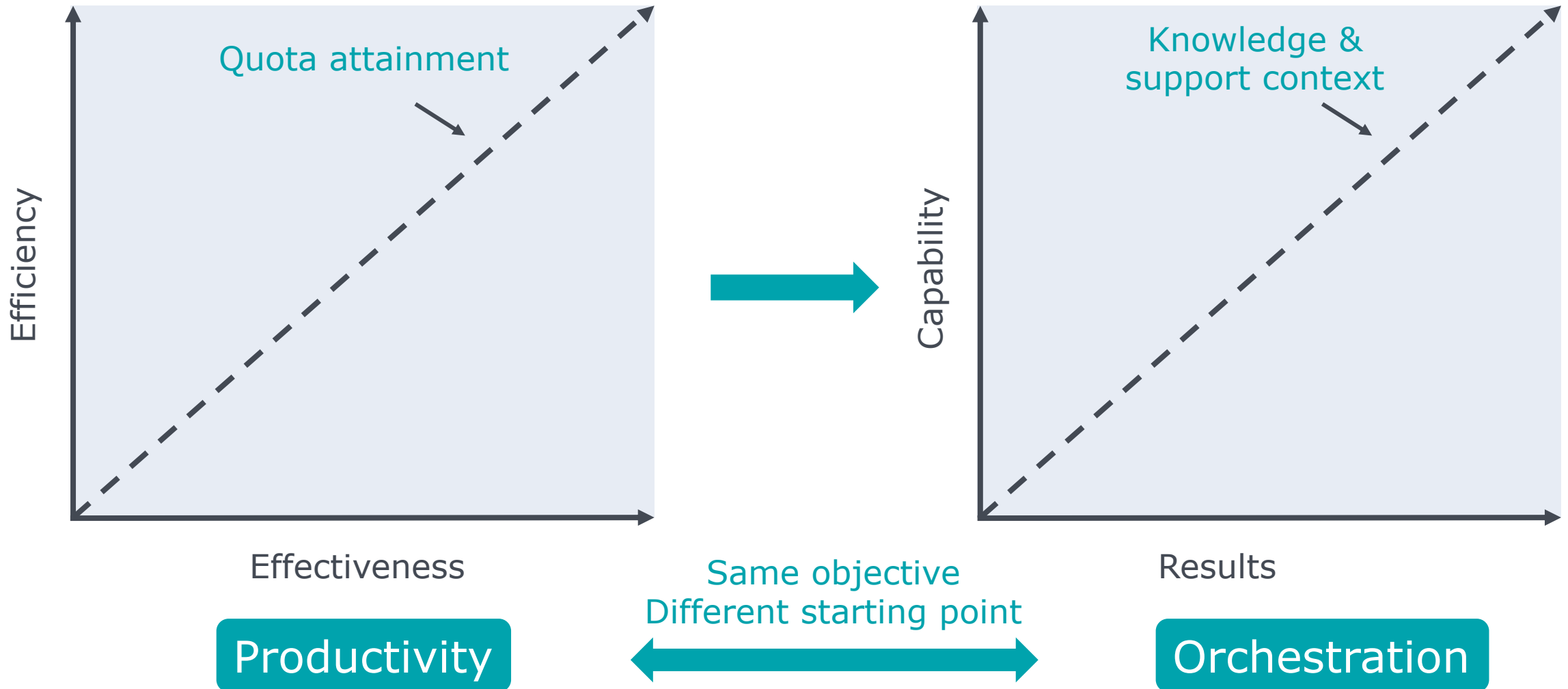
Why step of sales or linear processes no longer work

More-informed, multi-stakeholder buying — Unpredictable vendor engagement timing

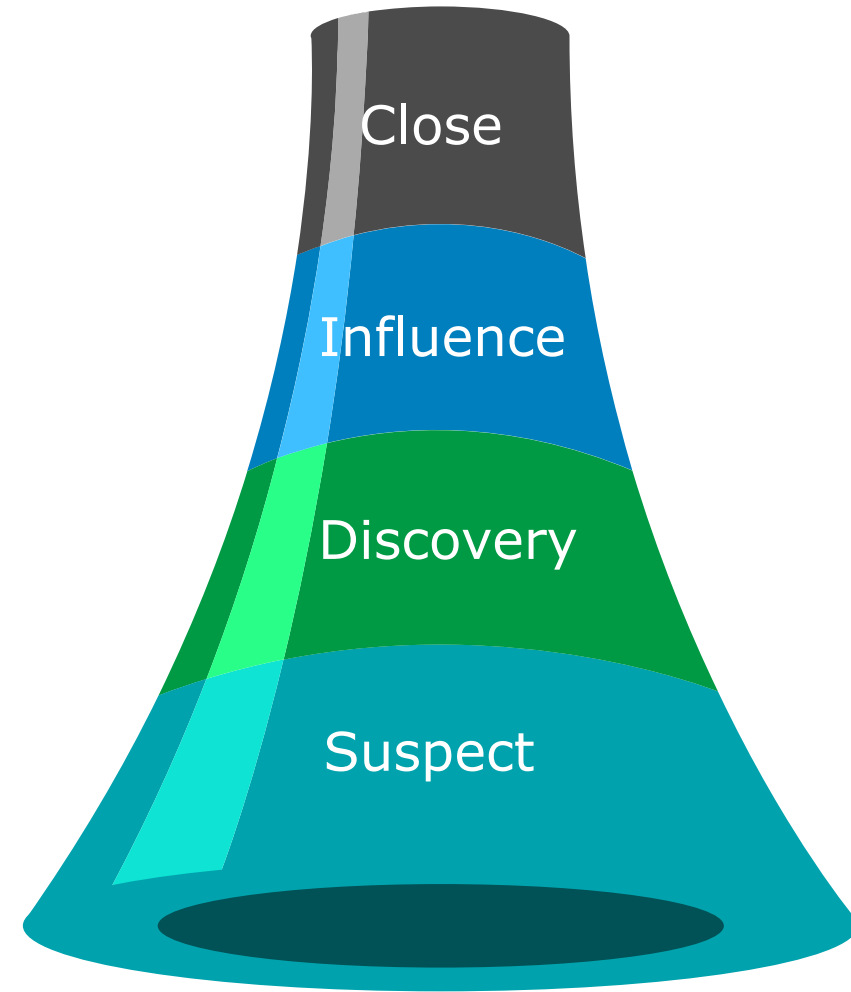
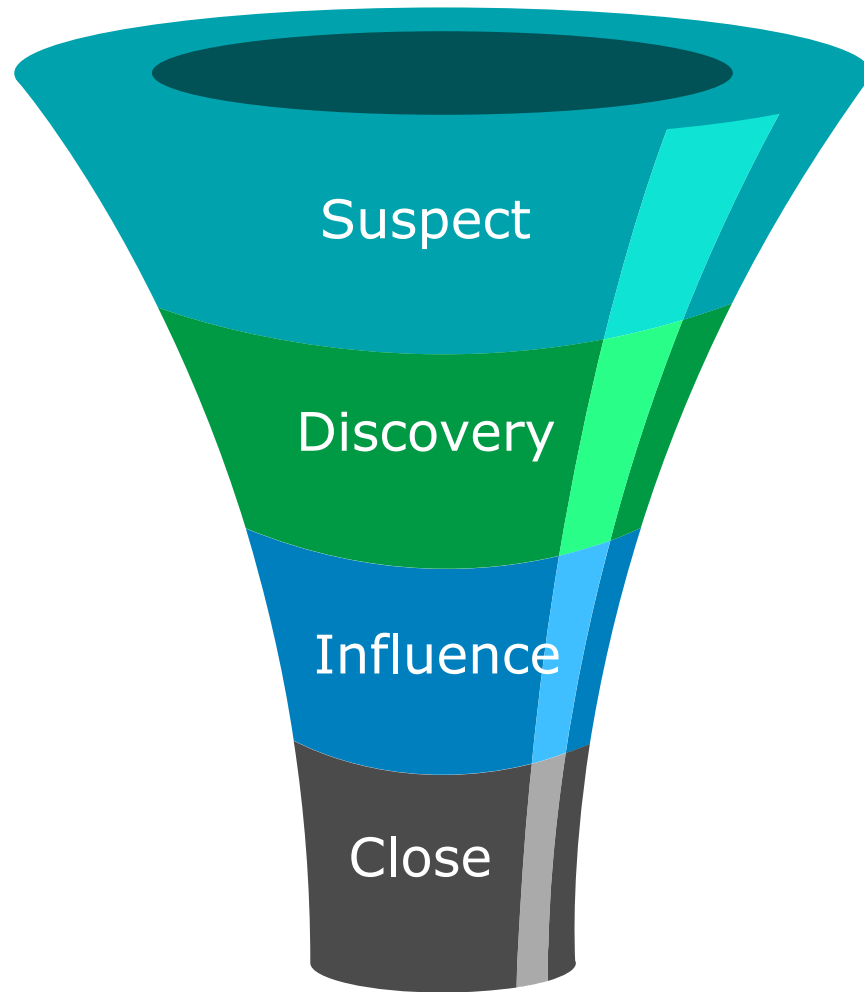


The sales productivity challenge has changed

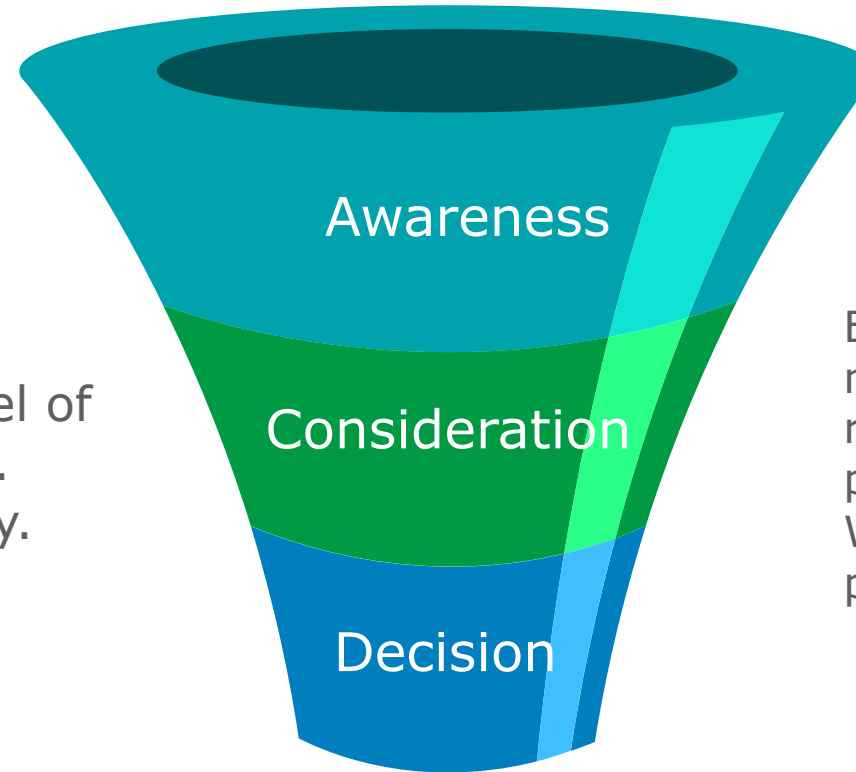
Same objective: Lowest possible cost of sales with highest possible margin



Typical Sales Funnel



Typical Marketing Funnel

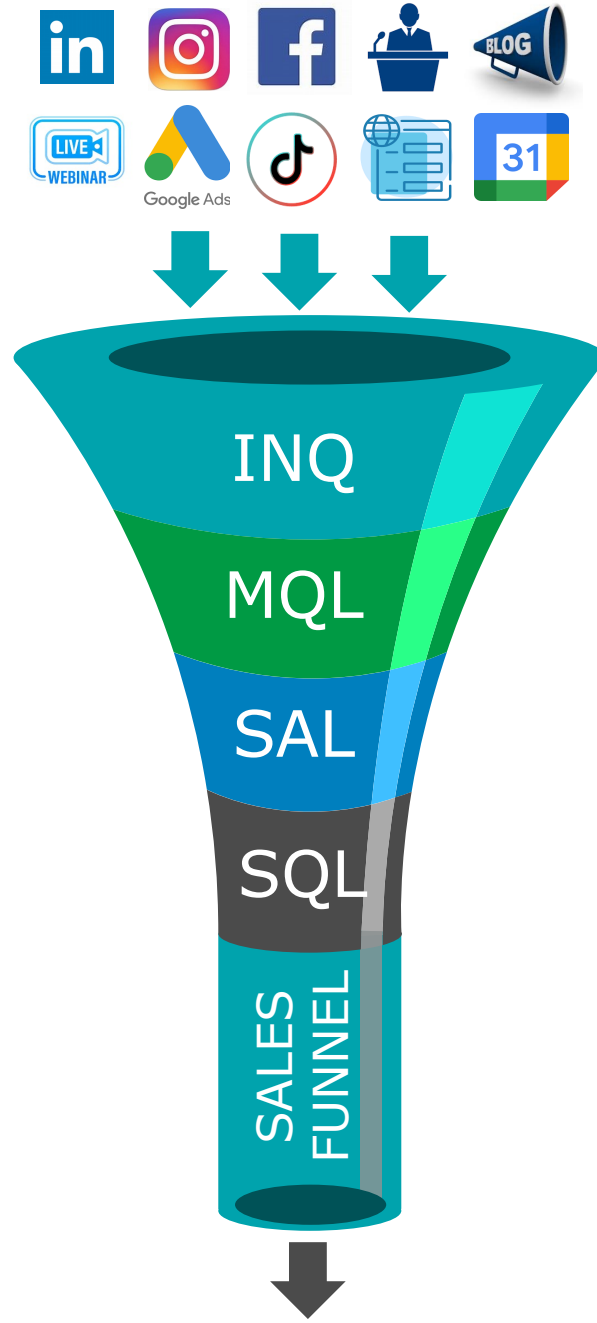


Digital touchpoints only allows to detect the level of interest and experience. Not the readiness to buy.

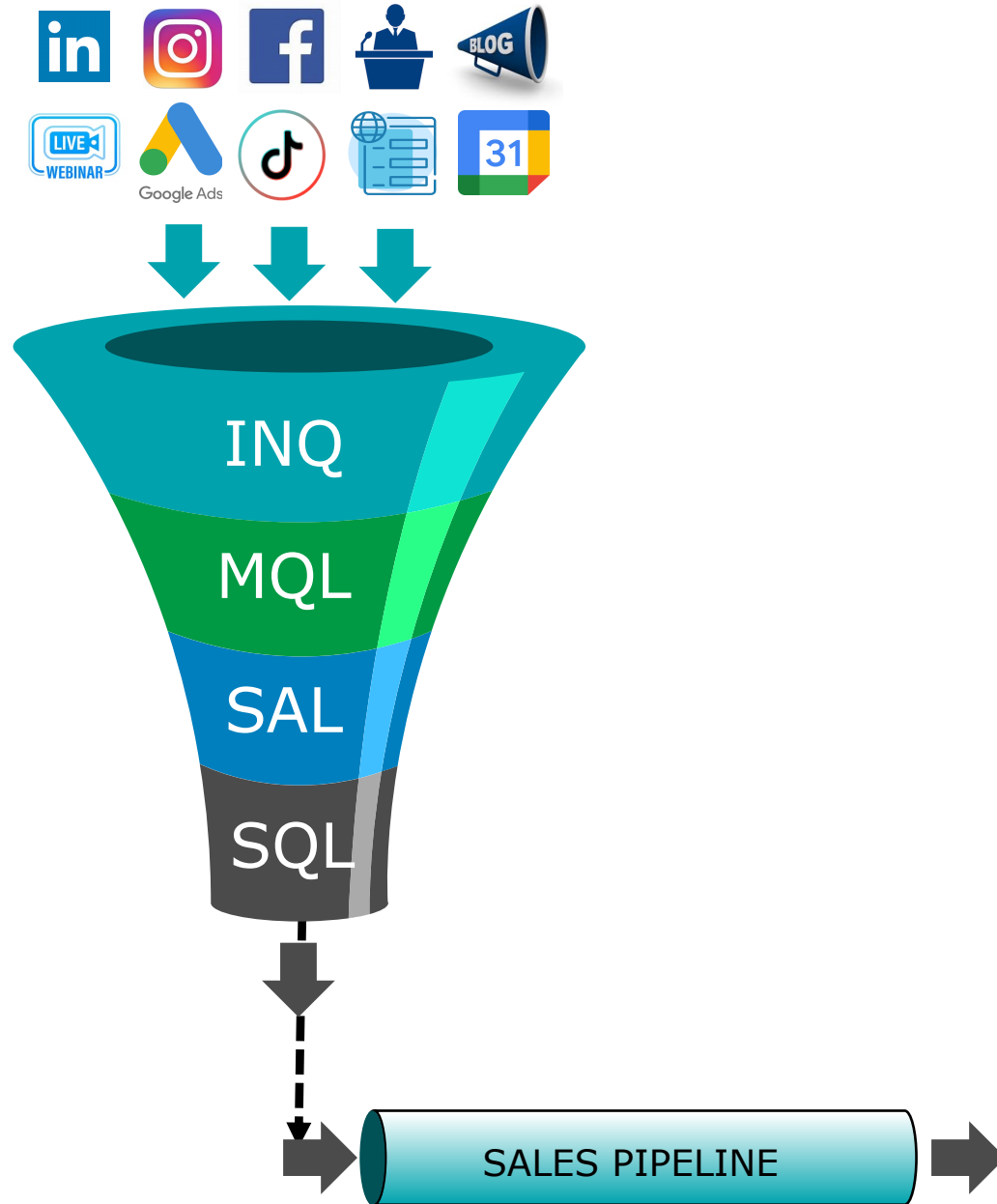
Eg. Someone, who is by job nature or personal interest reading almost everything you publish. Even late-stage content. Where would you position that person?

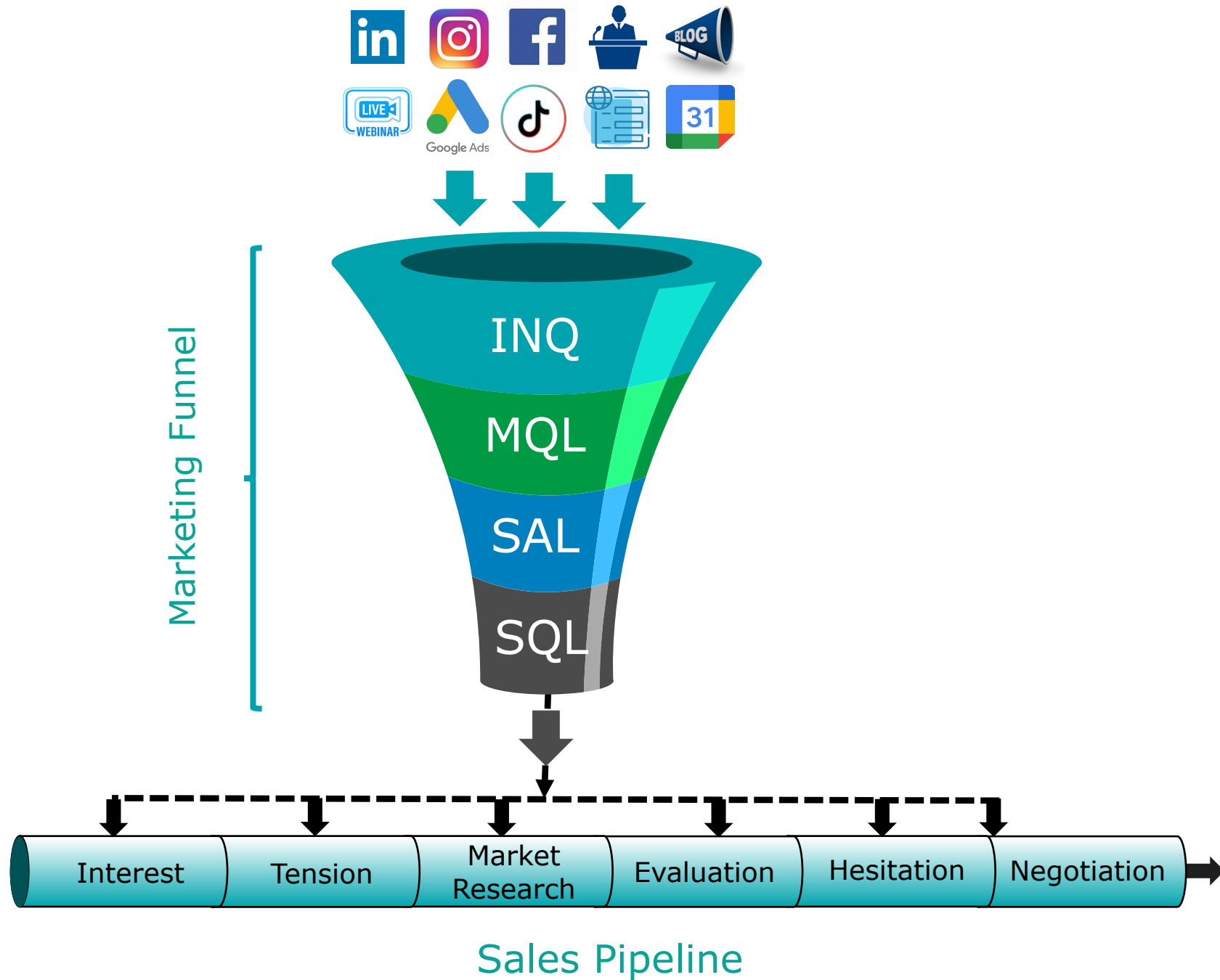
Biggest flaw: Buying readiness detection based on digital touch points

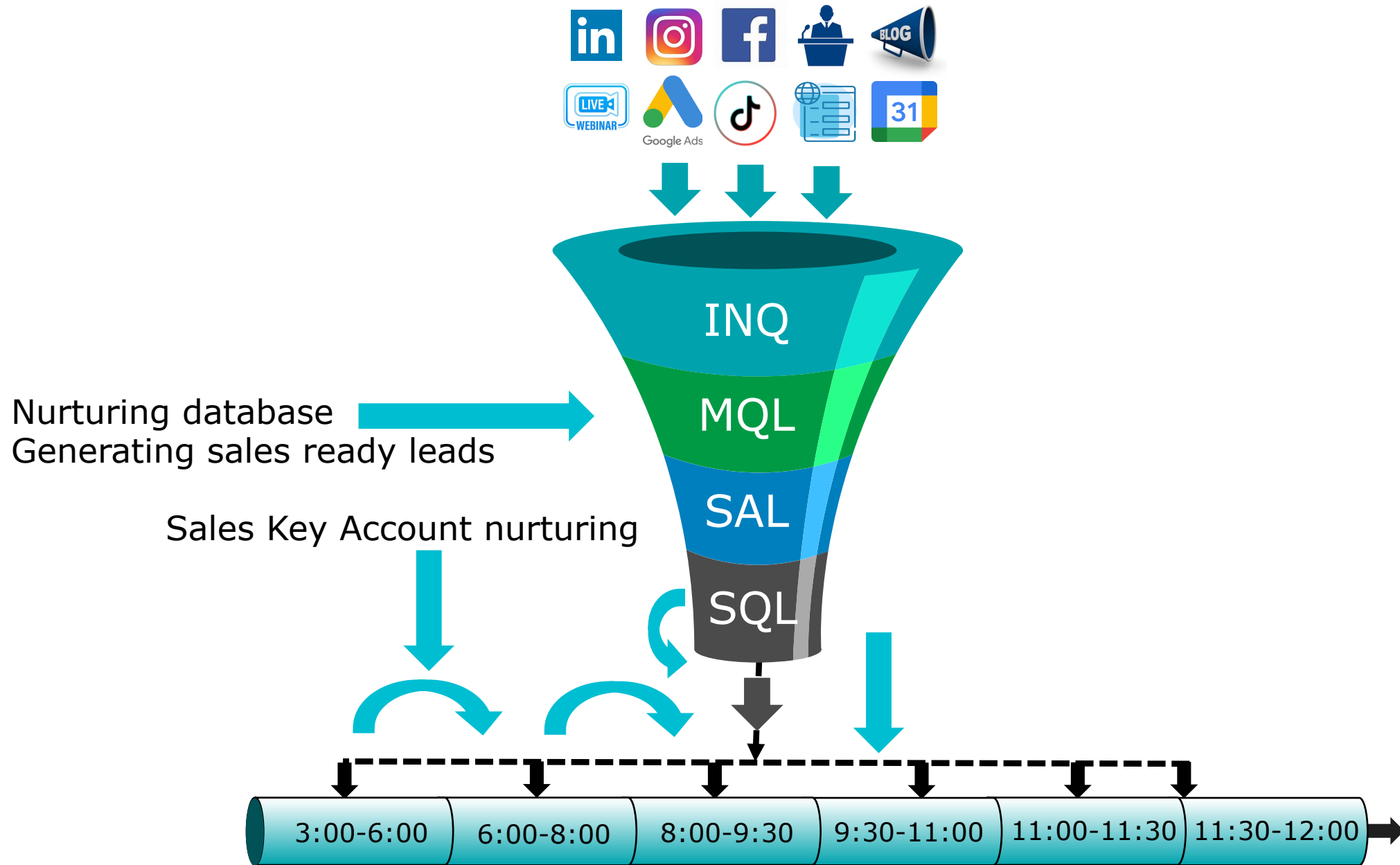
Marketing Funnel



Marketing Funnel







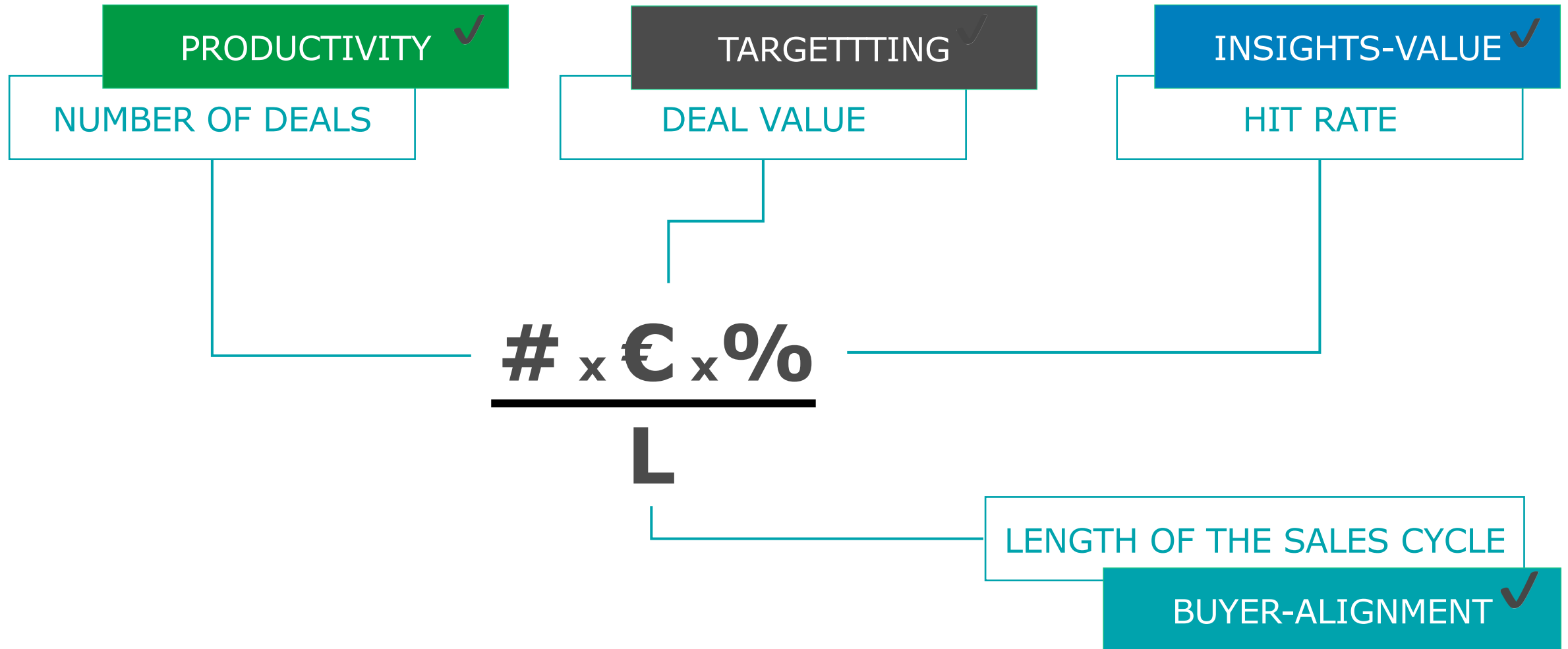
Buying cycle – Sales acceleration support



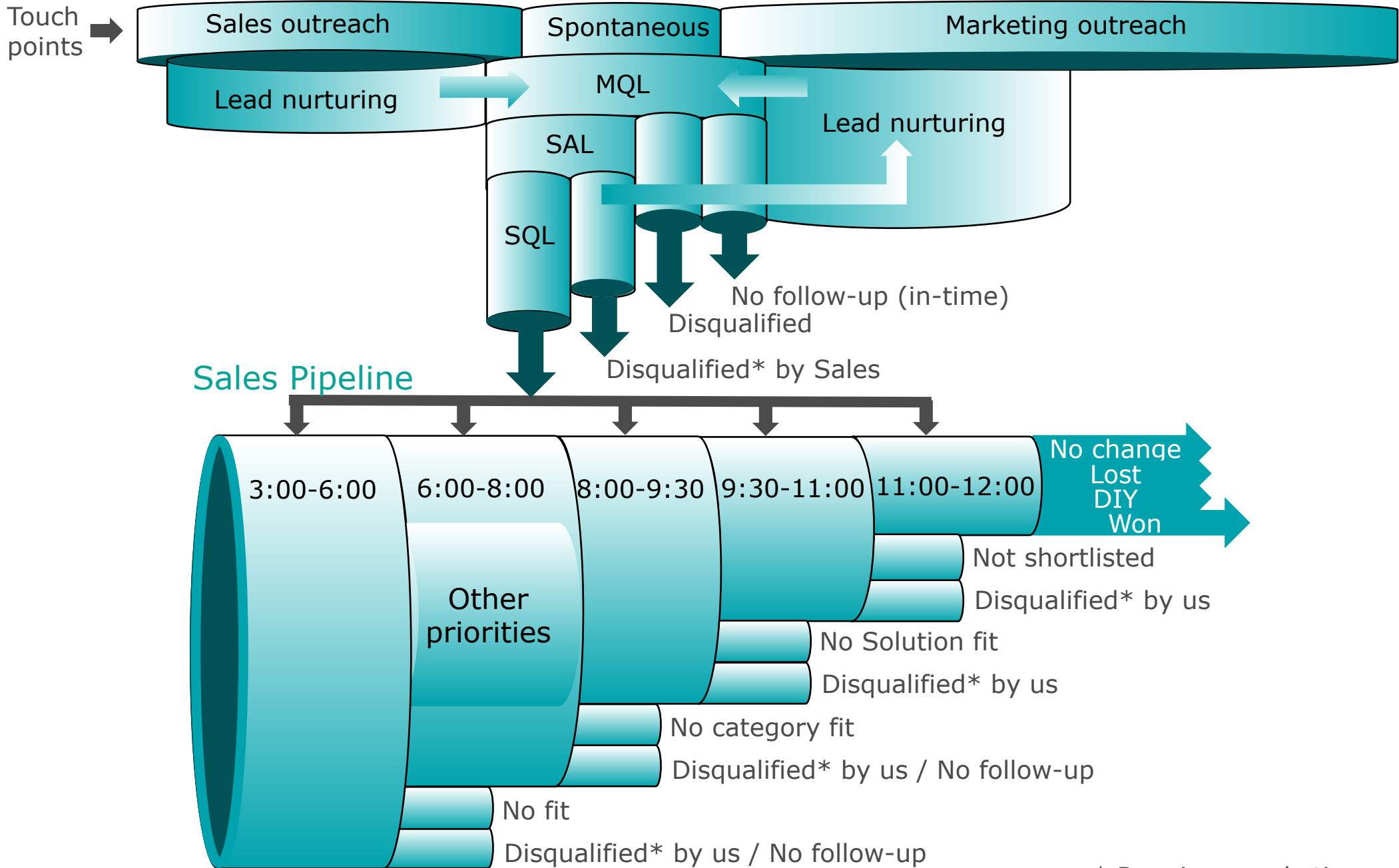
Performance analysis

Funnel & pipeline friction analysis

Sales Velocity: Tuning your sales engine

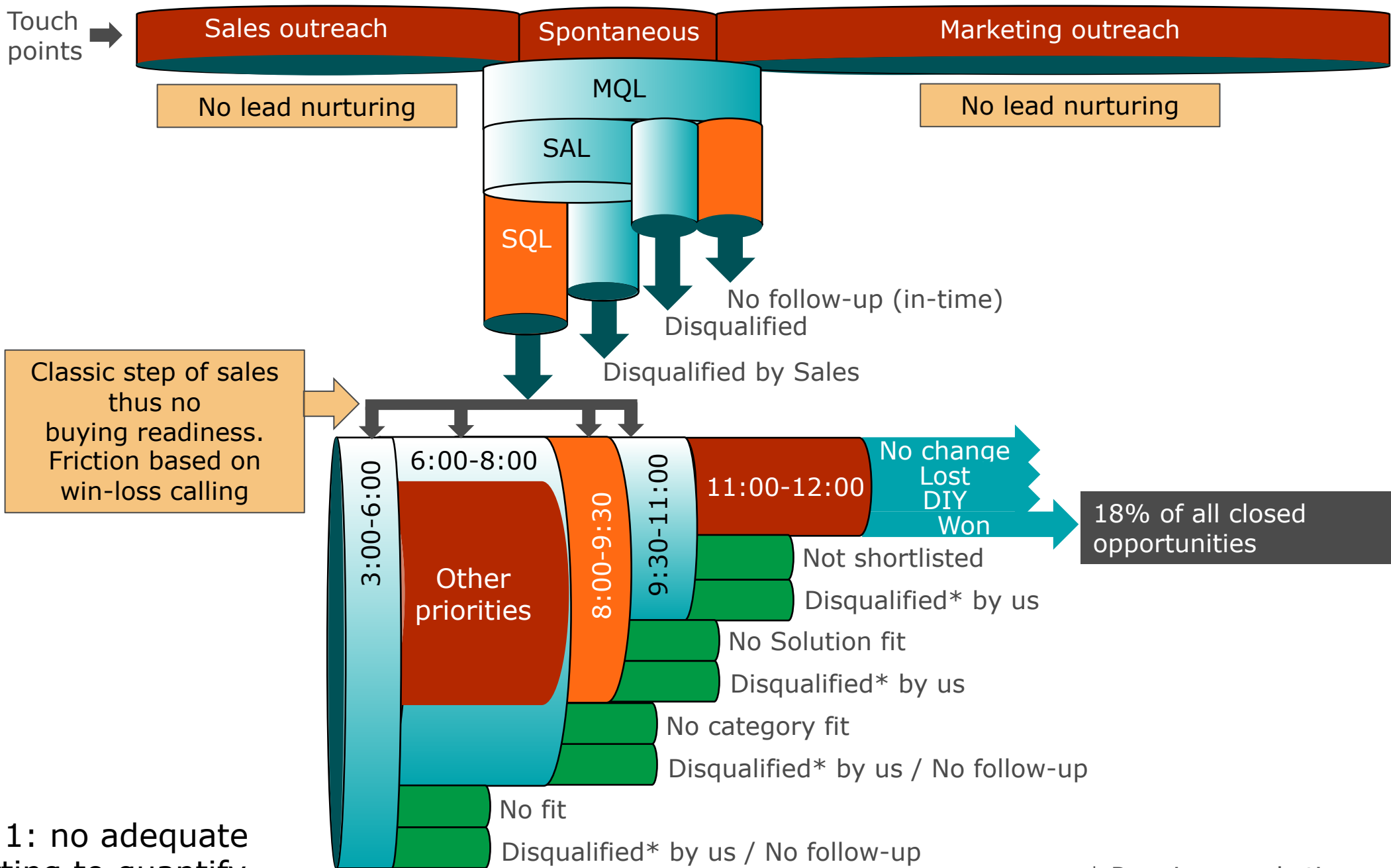


Marketing Funnel



* Requires marketing nurturing

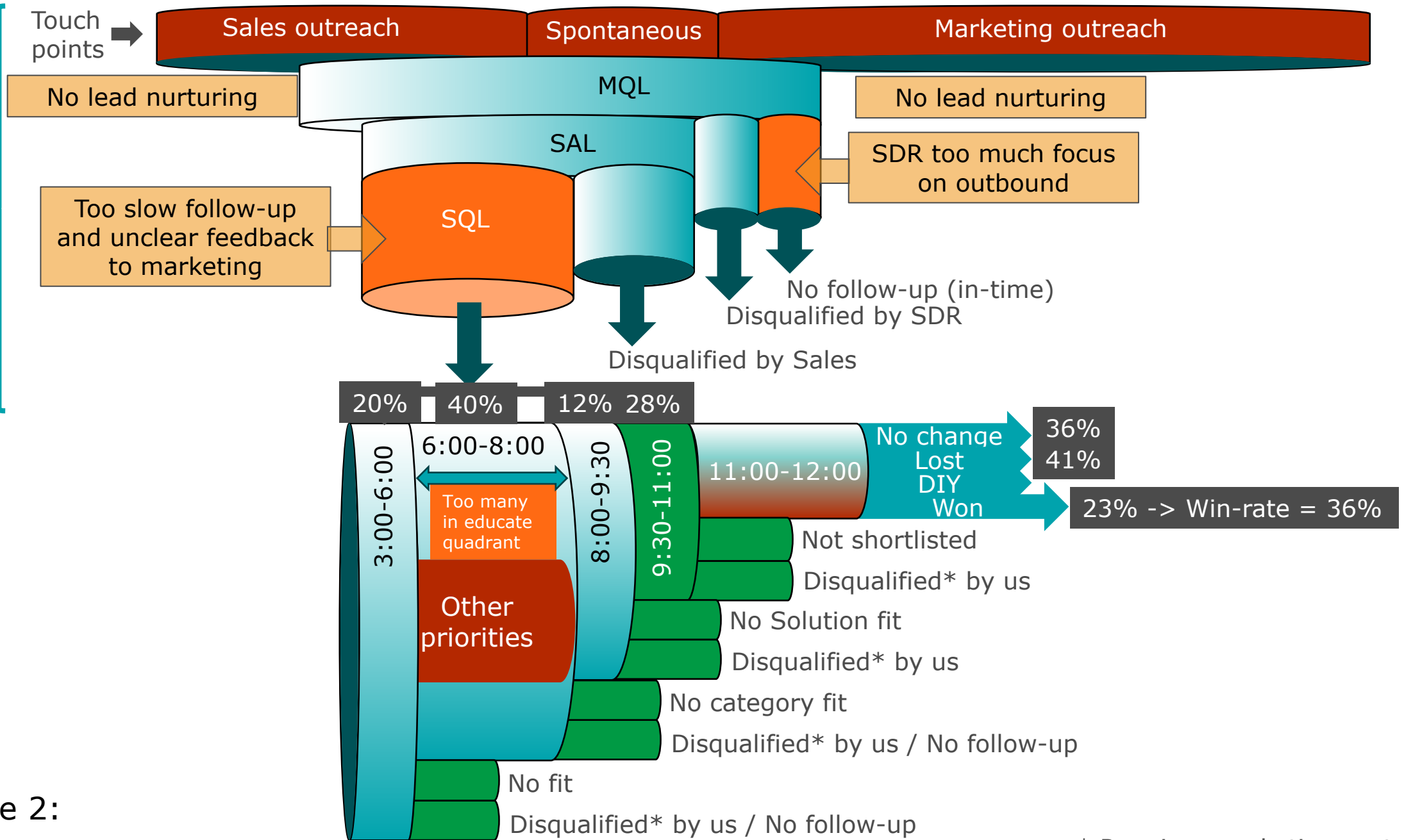
Marketing Funnel



Case 1: no adequate reporting to quantify

* Requires marketing nurturing

Marketing Funnel



Case 2:

* Requires marketing nurturing

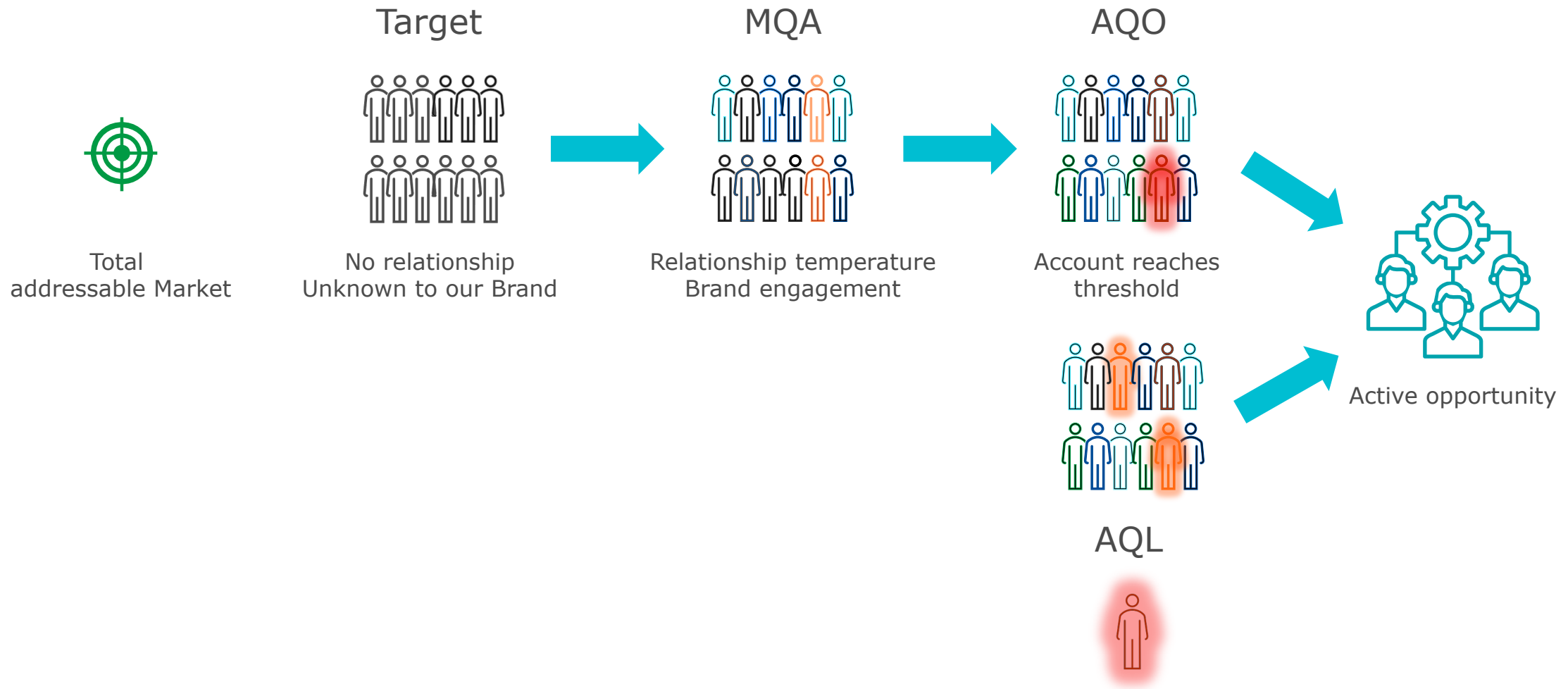
The background of the slide features a complex collage of images related to business and technology. It includes a wireframe human head, a person in a white lab coat, a hand holding a document, a lightbulb, and various currency symbols like \$, £, and €. The overall color scheme is dominated by teal and blue tones.

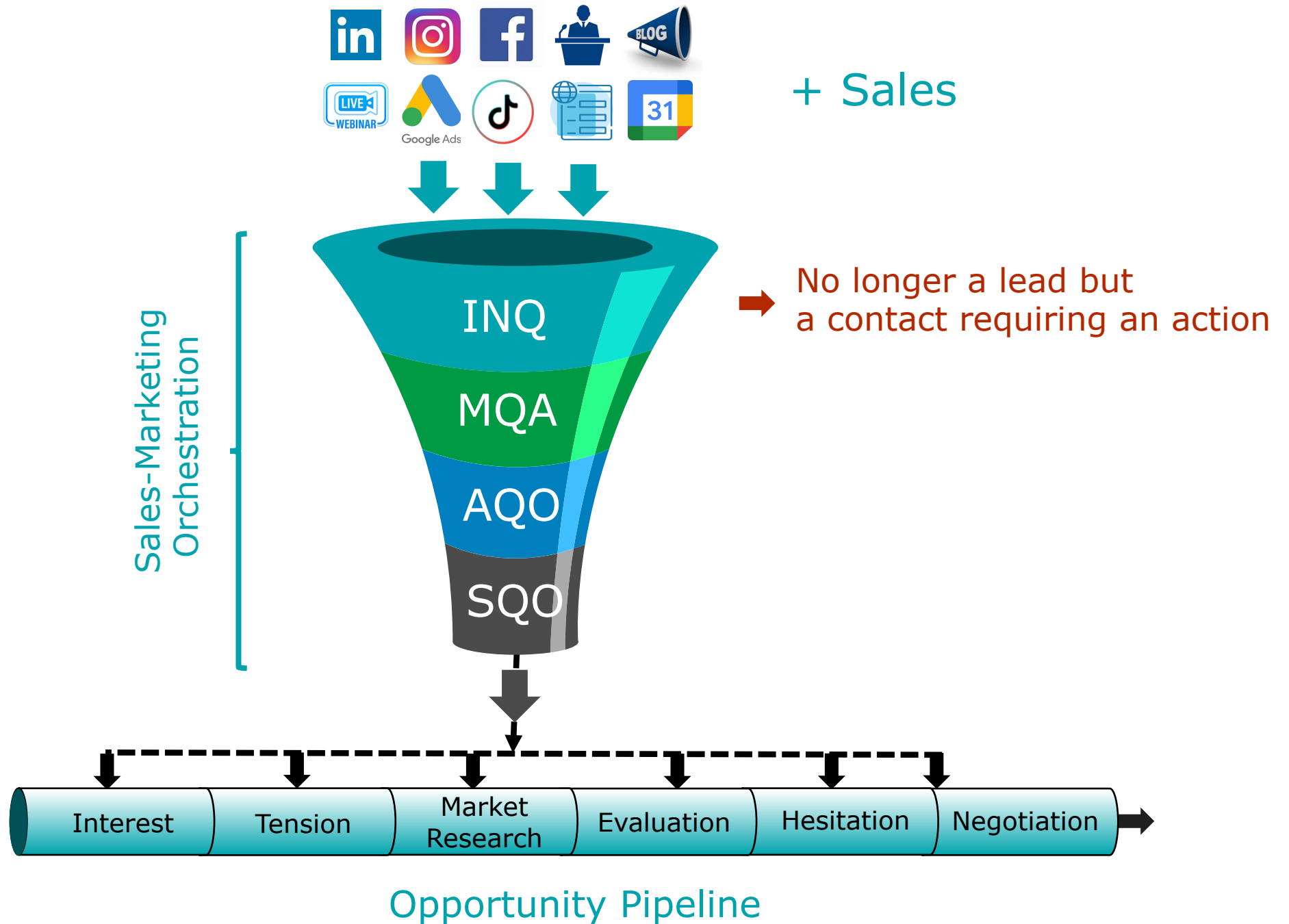
Closing the gap in performance improvement

- Solving the buying group complexity
- Mixed recurring & project deals
- Mixed transactional & (global) key account development

Account based versus lead based working

Solving the buying group complexity with sales-marketing orchestration





Must do and stop doing on deals

Solving the 2 biggest challenges: Timing & missing actions

Stop doing

- ❑ Qualification (a framework not a methodology)
- ❑ Confusing interest with buying intent
- ❑ Send proposals when customers asks for price/quote
- ❑ Use proposals as a closing tool (do not measure)
- ❑ Selling -> decision facilitation
- ❑ Throwing leads over the wall
- ❑ Selling through sponsor
- ❑ Ignoring why stay
- ❑ Use value to pressure decision timing
- ❑ Activity measurement not linked to outcomes

Start doing or do more

- ❑ Continuous qualification -> do I want this customer/deal?
- ❑ You are never too early
 - ❑ Right mix of digital & human touch points
 - ❑ Sales & Marketing orchestration (not alignment)
 - ❑ Same process & methodology for sales, marketing and product/channel
- ❑ Develop relations in parallel
- ❑ Packaged messaging
 - ❑ In line with Product-Market Combinations
 - ❑ Add "Why Change" & "Why Stay" messaging
- ❑ Send proposals when the buying center is closed minded



Teach and coach on
buying readiness detection
@ start of each conversation

Inside-out

Productivity

Value extraction

Speed

Sales process

Deal stage and % formula forecasts

Outside-in

Orchestration

Value creation

Timing

Buying process

Customer verifiable outcomes

Highest return initiatives: Lower complexity, focus, team selling, multi-stakeholder journey's

From value extraction to value creation whilst increasing performance/FTE

- One-way of selling which is:
 - Deal complexity agnostic
 - The same for the entire sales, marketing and product team
 - Uses buying readiness to orchestrate activities with the customer journey (multi-stakeholder)
- Dynamic Account Portfolio Development
 - Spend right time on right account
 - Develop accounts based on current importance combined with achievable potential
 - Dynamically integrated in CRM because of unpredictability
- Operationalized Go-To-Market and integrated in CRM
 - Ideally pain-based segmentation converted into Product-Market Combinations
 - Account & channel profiling
 - Identifying and prioritizing pockets of growth
- Messaging support
 - Why Change messaging
 - Link strengths to customer capabilities & value creation
 - Role based not function based Buyer Persona

Working and organizing 'outside-in' is the name of the game

CRM is not just a platform.

It is a growth compass, people behaviour enabler and a coaching engine when designed around the customer journey of all stakeholders and implemented with the user in mind.

Next event:
CRM as a sales
accelerator with
high adoption



Maximize the wind in your sales.

