

Pipeline Starter

You have the potential — now you need the system.

OUR RECOMMENDATION **FOUNDATION**

What this result means

The budget is there, a team too, and the will to make pipeline more predictable. What is still missing is the system behind it: clearly defined target accounts, a mapped buying committee and agreed handovers between marketing and sales. That is not a delay. It is the best moment to set it up properly from the start, before habits and tools harden.

The three next steps

- 1 Define target accounts before buying tools.**
An ideal customer profile with hard criteria (industry, size, typical triggers), and from it a first, deliberately short list of accounts. Every later decision builds on it.
- 2 Make the buying committee visible for each account.**
In the DACH region, several people usually decide by consensus. For your top accounts, record who is involved, who influences and who signs off.
- 3 Agree on one handover between marketing and sales.**
Which signals make an account ready for sales, and who does what next? A one-page agreement is enough to start.

What matters at this stage

- **Tools before system.**

A new platform does not replace account selection. Without clear target accounts it mostly produces data.

- **One contact per account.**

Deals that hinge on a single person tip over in the consensus phase as soon as more voices join.

- **Demo before orientation.**

Early on, decision makers look for guidance, not product demos. Presenting too early costs the place on the shortlist.

Why FOUNDATION

In 6–8 weeks, together with your team, we build a documented account-based system: ICP and account playbook, buying committee map, LinkedIn architecture and an agreement between sales and marketing. After that, your team runs it on its own.

More about FOUNDATION digitaladvisory.at/en/models/foundation

30 minutes of straight talk. No sales pitch.

You get concrete first recommendations for your situation, even if we never work together.

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This summary covers the result of the Pipeline Readiness Check on digitaladvisory.at. You can take the check at digitaladvisory.at/en/pipeline-check.