

Pipeline Ready

Your system works — you need execution capacity.

OUR RECOMMENDATION **OPERATE**

What this result means

Strategy and playbook are in place, the target accounts are clear. What is missing is the capacity to execute the playbook consistently, week after week, alongside day-to-day business. With buying cycles that stretch over many months, every pause in execution shows up late: today's gap in the calendar is the missing pipeline six months from now.

The three next steps

- 1 Name the bottleneck.**
Where does execution break off: content, outreach, follow-up or reporting? That decides what needs relief first.
- 2 Define progress before adding capacity.**
Decide how you measure success: movement in target accounts and in the buying committee, not just meetings in the current quarter.
- 3 Clarify what stays with you.**
Strategy, approvals and closing stay in-house. Everything else can be handed over, with a fixed rhythm for reporting and alignment.

What matters at this stage

- **Execution in waves.**

Campaigns start, pause and restart. In between, accounts forget who you are.

- **A quarterly view on long buying cycles.**

A pipeline that only looks at the next 90 days misses the deals that are just forming.

- **Handover without transparency.**

Outsourcing execution needs clear reports and approvals, otherwise the overview leaves together with the work.

Why OPERATE

A dedicated team takes over your account-based execution: setup in the first four weeks, ramp-up in months two and three, then full execution. You keep control through a weekly report, a monthly strategy call and approval of all content.

More about OPERATE digitaladvisory.at/en/models/operate

30 minutes of straight talk. No sales pitch.

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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.