

Pipeline Builder

The foundation is there — now optimize and scale.

OUR RECOMMENDATION **SPARRING**

What this result means

Your account-based marketing is running: target accounts are defined, campaigns are live, the team delivers. What slows things down now is rarely execution, but missing reference points. Which signals really count? Which accounts deserve more attention? Where does the playbook not quite fit the market? Without an outside view, exactly this potential stays on the table, even though everyone works hard.

The three next steps

- 1 Review the pipeline for movement, not activity.**
Which accounts actually moved in the last 90 days, and why? New contacts in the buying committee say more than reach or clicks.
- 2 Reach the buying committee more broadly.**
For your most important accounts, check which roles have never been in touch with you. Often it is procurement, IT or finance.
- 3 Decision aids instead of presentations.**
A business case, a decision matrix or an ROI argument your contact can pass on internally moves a deal further than the next product slide.

What matters at this stage

- **Activity is mistaken for impact.**

Impressions, likes and open rates feel like progress, but say little about whether an account is getting closer to a decision.

- **Judging too early.**

B2B programmes often show their effect only after several months. Changing course after a few weeks stops them just before they work.

- **Selling too early.**

An offer in the first contact ends many conversations before trust could form.

Why SPARRING

Senior expertise on demand: pipeline reviews, campaign analyses, decision aids for your buying committee and experience from other industries. We help you make sense of it, your team stays in charge of execution.

More about SPARRING digitaladvisory.at/en/models/sparring

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.