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**Strategic Moves for  
Leaders in the Age of AI**  
in 4 slides



Issue 250508

**Why Your Pipeline  
Lies—  
and How to Fix It**



# Why it Matters



## 1 From Boards to Investors - Forecasts drive Business



**50% of Revenue Leaders missed**  
forecasts twice last year



**93% of Sales Leaders miss by >5%**  
even with 2 weeks left in the quarter



**Even 1% miss erodes investor valuation**  
Public SaaS stocks can drop significantly on forecast misses

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# The Challenge



## 2 Fragmented processes lead to low confidence

- ✓ **53% of forecasted deals slip or stall**  
Late stage slippage is common challenge
- ✓ **55% of Sales Leaders lack confidence**  
in their forecasting accuracy
- ✓ **67% of Orgs lack formal process**  
due to fragmented approach to forecasting

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# Action Plan



## 3 Siloed Teams & Data undermine Growth



### **Implement stage-gate rigor**

Define buyer-verifiable exit criteria to improve reliability



### **Leverage AI & historical models**

Utilize past deal data to adjust for biases and enhance accuracy



### **Centralize forecast accountability**

Conduct weekly reviews involving Sales, RevOps, and Finance teams

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# Next Steps



## 4 Your Forecast Rehab Plan



### **Audit 3 quarters of forecast vs. actual**

Identify over/underperformance trends by representative and segment



### **Deploy forecast confidence scoring**

Combine representative input with CRM behavior data for better insights



### **Train first-line managers**

Focus on pipeline risk & upside, not just roll-up figures

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Ready to close the gaps  
in your growth engine?



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