




# Pipeline Confidence Sprint

A 6-Week Proof-of-Concept to  
Improve Pipeline Quality, Coaching Precision, and Customer Alignment

## ⚡ Why This Matters

Sales teams today are under pressure to deliver more with less. But more activity doesn't guarantee better outcomes. The real differentiator? A pipeline built on customer-aligned behaviors, verified progress, and confident coaching.

## 📦 What You'll Get

Component	What It Delivers	
<b>Customer Journey Mapping Lab</b>	A visual map of your buyers' real-world behaviors, friction points, and decision criteria—co-created with your team	 <b>Outcomes</b> <ul style="list-style-type: none"> <li>• 15–30% improvement in forecast accuracy</li> <li>• 20–35% increase in coaching effectiveness</li> <li>• Faster identification of stalled or misaligned deals</li> <li>• Improved win rates through better qualification and stakeholder alignment</li> <li>• More confident, data-informed sales leadership</li> </ul>
<b>Pipeline Quality Audit</b>	Review of up to 5 live opportunities using journey-informed <i>Evidence of Progress</i> and <i>Decision Criteria</i> to identify risk and coaching gaps	
<b>PSP Assessments</b>	3 individual Psychological Skills Profiles to uncover behavioral drivers of sales performance	
<b>Manager Coaching Workshop</b>	90-minute virtual session introducing AI-informed coaching prompts and PSP-based strategies for deal progression	
<b>Field Guide Bundle</b>	Three tailored guides for immediate use in 1:1s and deal reviews	
<b>Executive Debrief</b>	Strategic readout with insights, quick wins, and recommendations for scaling across teams or systems	

Ready to Build Pipeline Confidence?

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