

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Diagnose Pipeline Velocity Before Optimizing It

QUESTION

How should ABM teams interpret pipeline velocity when opportunities vary in size, age, and sales process?

GUIDE TAKEAWAY

A faster average close time can arise because easy deals close while complex opportunities remain open. A larger pipeline can raise a velocity formula without improving buyer progress.

START HERE

Choose the opportunity cohort.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose the opportunity cohort

Evidence or input

Output or decision

Owner and review point

2. Validate stage timestamps

Evidence or input

Output or decision

Owner and review point

3. Keep open deals visible

Evidence or input**Output or decision****Owner and review point**

4. Locate buyer bottlenecks

Evidence or input**Output or decision****Owner and review point**

5. Pair time with conversion

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Closed-deal cycle time

Useful when: Describing completed outcomes

Limitation: Excludes unresolved deals

Suggested action: Show cohort and deal mix

Why this fits our situation**Evidence needed before acting**

Open stage-age view

Useful when: Finding current bottlenecks

Limitation: Does not predict eventual outcomes

Suggested action: Review buyer prerequisites

Why this fits our situation**Evidence needed before acting**

Entry-cohort progression

Useful when: Evaluating stage support

Limitation: Needs mature follow-up

Suggested action: Use equal observation windows

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/pipeline-velocity/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>