

Predictable Pipeline Maturity Model



	Initial	Ad-Hoc	Defined	Managed	Optimized
Target Audience	Lack of clearly defined target market and Ideal Customer Profile (ICP), no personas	Limited/assumption-based approach to market/customer. Limited to no qualification criteria defined	Ideal Customer Profile defined, personas defined and articulated	Known accounts, defined and agreed to qualification criteria, defined and confirmed personas	Iterative approach to target account identification, dynamic personas, qualification criteria drives targeting
Messaging	No unified message and/or compelling value proposition	Confusing and disorganized message, no consistency and company-centric	Defined messaging and positioning mapped to audience, speaking to market and needs vs. feature/benefit	Content editorial calendar in place, major trust validation content in production, defined industry "point of view"	Versioned strategic messaging framework approach, content editorial calendar speaks to customer need/outcome
Sales Cycle	No known or defined repeatable approach	Ad hoc approach & understanding of how customer buys	Understood time and decision making process, friction remains	Known and articulated buying journey, enablement focus	Selling process aligned with buying process, all known friction removed
Resources & Technology	Limited to no real technology in place. Basic email, phone, spreadsheets. Individual responsibilities are task-based with little autonomy	Individual purchase decisions drive technology, low utilization, no integrated plan. Individual roles are clear but how work gets done is inconsistent	Major categories purchased and in place, some coordination among teams. Well defined roles with clear individual responsibilities	All current tools configured and utilized to justify expenditures. Internal processes are well defined within work teams	Technology aligned with process, approach in place to test new tools. Teams are coordinated/aligned between functions
Metrics	Random and inconsistent measurement	Individual teams and contributors track and promote their metrics	Major categories tracked but bias towards actions vs. Outcomes, and lacking alignment across Revenue teams	Alignment around creating opportunities and revenue contribution across all activities	Full funnel measurement and accountability
Orchestration	No standard process, tools or clear structure. Work is reactionary, no standard communication practices. Teams operating in siloes, any changes can stop work	Inconsistent processes used between teams. Meeting and communications are inconsistent, planning processes are not synched. Lack of visibility of capacity/contingencies. Changes cause delays.	Process and roles are defined. Planning and execution steps and tools are agreed upon across teams but may not be FBA. Teams can operate cross-functionally. Changes can be absorbed.	Teams meet regularly with clear expectations; communication cadences and teams in sync, tools and processes reliable for planned efforts. Cross-functional collaboration is regular.	Teams are agile and iterate the process to meet common objectives as needed. Proactive process management and team utilization. Strategic planning is fluid and adaptable.