

Buying Groups Readiness Checklist



Is your organization stuck on a hamster wheel of MQLs that don't convert and don't result in revenue?

A new, Opportunity-centric go-to-market motion is rolling in and delivering results:

- Improved conversions
- Streamlined efficiency
- Increased revenue
- Enhanced alignment

Here's why:

The Opportunity object acts like a container tied to a solution. It has the ability to hold multiple contacts from a Buying Group. The Opportunity object not only reflects how sellers think, it matches how buyers buy.

Is your revenue team ready for an Opportunity-centric motion based in Buying Groups? Use this checklist to gauge your organization's readiness and value potential.

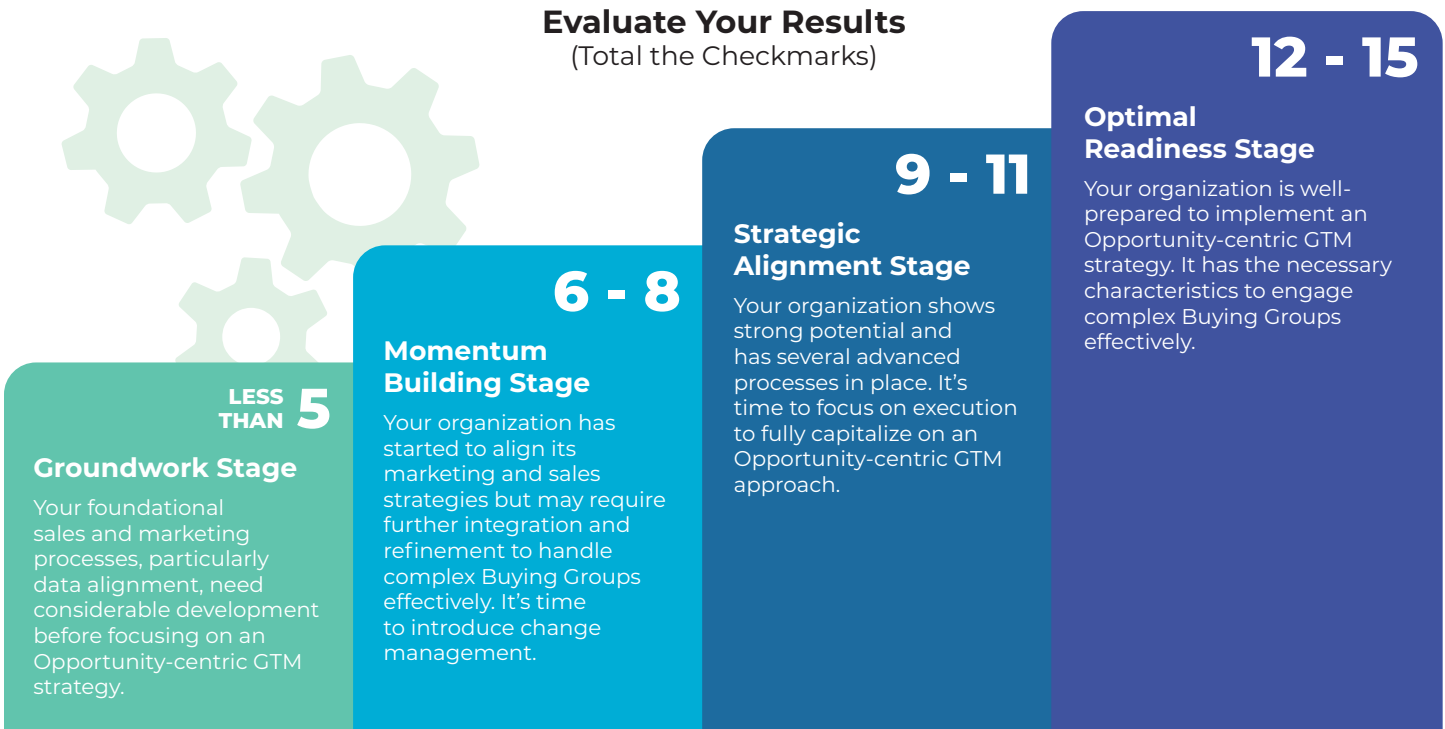
REVENUE PROCESS PAIN POINTS	Yes	No
Most of your Opportunities are either Closed-Lost or recycled.	<input type="checkbox"/>	<input type="checkbox"/>
Your Lead-to-Opportunity conversion rates are low.	<input type="checkbox"/>	<input type="checkbox"/>
Your Opportunities typically have only 1 or 2 Contacts, but you know there are more people on the buying committee.	<input type="checkbox"/>	<input type="checkbox"/>
Your Sales team has limited visibility into the activities of your Opportunities' entire buying committee.	<input type="checkbox"/>	<input type="checkbox"/>
SDR, BDR, and Marketing teams are chasing after high Lead volumes that don't convert down the funnel.	<input type="checkbox"/>	<input type="checkbox"/>

MARKETING & SALES PROCESSES	Yes	No
Your Marketing team runs persona-based marketing campaigns.	<input type="checkbox"/>	<input type="checkbox"/>
Your Marketing and Sales programs can adapt and respond to engagement from Buying Group members.	<input type="checkbox"/>	<input type="checkbox"/>
Your Sales programs follow a consistent process to define and update Opportunity stages during a sales cycle.	<input type="checkbox"/>	<input type="checkbox"/>
Your Marketing and Sales teams collaboratively determine the typical number of Opportunities that exist in an account and/or segment as part of regular planning processes.	<input type="checkbox"/>	<input type="checkbox"/>

BUYER JOURNEY	Yes	No
Your organization has different product and/or solution lines that involve selling to different groups.	<input type="checkbox"/>	<input type="checkbox"/>
Your product or service requires input from multiple individuals and stakeholders in order to make a purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>
Your buyer spends time researching your product and carefully weighing their options before making a decision.	<input type="checkbox"/>	<input type="checkbox"/>
The members of a committee for your product typically include users, decision makers, gatekeepers, champions, financial approvers, and other influencers.	<input type="checkbox"/>	<input type="checkbox"/>

SELLER CHARACTERISTICS	Yes	No
Your product or service is a high consideration, direct purchase, and not an ecommerce, self-driven purchase.	<input type="checkbox"/>	<input type="checkbox"/>
Your Marketing and/or Sales team uses SDRs or BDRs to qualify Leads.	<input type="checkbox"/>	<input type="checkbox"/>

Evaluate Your Results
(Total the Checkmarks)



[Learn more](#) from the revenue experts at LeanData today.

Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 1,000 customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!