



Buying Groups Trailblazer Award

This award celebrates a team or organization leading the way in operationalizing a Buying Groups transformation. From strategy to systems execution, these trailblazers are influencing multi-threaded deals, and reshaping how go-to-market teams engage with complex buying committees.

THE WINNER



The Challenge

Veeam's marketing leadership was tasked with achieving significant pipeline growth while operating with limited budgets and resources. The organization's traditional marketing and sales approach focused entirely on individual leads, creating an operational disconnect. Processes, technology, and programs all revolved around the outdated "Lead Waterfall" model.

The company lacked the necessary technology to support a new approach. The sales organization and marketing programs were also deeply entrenched in a lead-centric mindset, which hindered the ability to scale and achieve new growth targets. A fundamental shift was needed to align the entire organization around a new revenue model.

The Operational Approach

Veeam addressed this challenge by transforming its entire marketing organization, strategy, processes, and technology. The company shifted from the traditional Lead Waterfall model to Forrester's Revenue Waterfall, prioritizing buying groups over individual leads. A key step was the establishment of a global Sales Development Representative (SDR) organization with consistent, global processes.

The team developed persona-driven content and targeting to guide users through the buying journey, leveraging 6sense intent signals and predictive buying stages. They also orchestrated digital marketing programs to surround key accounts. The new approach focused on identifying group activity across the buying group, rather than just a single lead. Veeam also pivoted its focus from leads to opportunities, a critical change for the new model's success.

Operational Results

The strategic shift to a buying group approach drove significant increases in pipeline and other key metrics. The transformation fueled substantial growth across the business, demonstrating the effectiveness of the new model.

- 7% increase in new opportunities
- 46% rise in average opportunity size
- 41% growth in the value of won opportunities
- 40% shorter sales cycle
- 86% increase in pipeline

"Having all of our marketing and sales teams aligned to the Opportunity and all thinking about pipeline, was a huge win for us. We were able to increase the amount of pipeline that we were generating at the top of the funnel, which ultimately leads to more close won business."

Courtne Luetke, Sr. Director, Marketing Automation, Veeam