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Case Study:

From Stalled Pipeline to Predictable Growth

Enterprise B2B Company Finds Their Xfactor, Unlocks $29M

The Red Flags No One Saw

A B2B company entered FY 2026 with a **$29M new business targe**t but by mid-year, they had booked only **14%** of the previous year's pace, far below the **34%** seasonal benchmark.

The math was brutal:

The Clock: 250-day average sales cycle with only **203 days left** to close the gap.

The Quality Gap: A $34M in open pipeline, projected to yield just $2.9M at an 8.6% win rate.

The Trust Gap: In a survey of 227 GTM leaders, 90% admitted they don't trust more than three-quarters of their pipeline.

For this company, the **Growth Guess Gap** was the norm, not the exception.

The Cheat Code: Finding the Xfactors

To survive, the company needed a **cheat code** to detect breakdowns and identify root causes. They deployed **Xfactor.io's OpenInsights** to surface three systemic **Xfactors** stalling their engine:

1. Pipeline Health and Lead Quality

- **82.4% of the pipeline was stalled (487 of 591 opportunities)**.
- Win rates declined as deal size increased, a red flag for enterprise selling.
- A "volume over quality" mindset drove low conversion **(1.6% lead-to-opportunity)** conversion rate.

3. At-Risk Pipeline

- Large enterprise deals ($600K+) had a **0% win rate** since Feb '24, putting **$25.4M** at risk.
- The company's top rep carried **$7.8M in stalled opportunities**, letting deals die while focusing only on "big wins".

2. Lead Source Effectiveness

- **55 lead sources** generated zero revenue.
- Trade shows produced **42,577** leads but converted at just **0.3%.**
- **$81M in pipeline** came from unknown or blank sources, making it untraceable and unreliable.

Turning on the Lights

When the company first activated **Xfactor.io's OpenInsights**, Xfactors lit up red across the dashboard:

- Stalled Opportunities → **82.4% of the pipeline frozen in place**.
- Win Rate Drift → Win rates falling as deal size increased.
- Low BVA Usage → Deals without Business Value Assessments taking 2x longer to close.
- Unproductive Lead Sources → Dozens of channels producing zero revenue.
- Enterprise Deal Black Hole → Large deals flagged with a 0% win rate for nearly a year.

Like 61.6% of GTM teams that still rely on spreadsheets for revenue planning, the company had been fighting with lagging metrics and stale data. **OpenInsights** finally gave them a live map of exactly where the revenue engine was breaking down.

Results: A Playbook for Predictable Growth

OpenInsights didn't just highlight problems; it engineered a path forward with precision actions:

Value Selling Methodology at Scale

- Deals using Business Value Assessments (BVA) closed **65% faster (69 days vs. 138)**.
- Expanding BVA usage was identified as the lever to unlock **$8.9M** in incremental revenue.

Rep & Territory Realignment

- The data exposed capacity misalignment where one top rep's stalled pipe dragged down overall performance.
- Leadership redistributed deals and hired an enterprise specialist to bridge a glaring skill gap.

Enterprise Deal Intervention

- ROC flagged five Q3 enterprise deals worth **$10.8M** as "must-saves". It guided leadership to overhaul how value was articulated in those large-deal cycles.

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Impact: From Guesswork to GrowthAI

With **OpenInsights**, leadership finally had a data-driven growth operating system instead of lagging dashboards and reactive firefighting.

Clear visibility into pipeline risks.
Early warning signals to intervene before misses became inevitable.
A strategy to shift from volume-driven activity to value-driven execution.

Xfactor.io's OpenInsights provides the infrastructure to close those gaps, transforming the **Growth Guess Gap** from an inevitability into a solvable problem.

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