



Plan. Execute. Adjust

# 2025 State of Predictable Growth: The GTM Growth Disconnect

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## What Today's GTM Leaders Are Saying About Achieving Growth

Revenue leaders are grappling with a quiet but persistent crisis: their growth plans aren't working. In a study of 227 GTM professionals—including CROs, RevOps leaders, founders, and marketing and sales executives—Xfactor.io uncovered a recurring theme: confidence in growth execution is alarmingly low, and leaders are stuck in reactive, fragmented systems that can't keep up with the pace of change.

This isn't just a strategy issue—it's structural. Revenue teams aren't missing because they don't know what to do. They're missing because they lack the infrastructure to do it predictably.

This report unpacks the most revealing insights from the survey and explains why leaders are experiencing these breakdowns across planning, execution, and revenue projections. The culprit? A system built on guesswork. The path forward? A shift to AI-native, always-on platforms designed for the reality of modern GTM.

## The Reality Revenue Leaders Are Living



Survey participants shared a common experience: they're doing everything right—strategic planning, pipeline reviews, QBRs, territory design—yet targets are still missed, confidence is low, and the same issues keep resurfacing.

Just **5.4%** of leaders are fully confident in their annual plan. That means over **94%** of respondents are starting the year with significant doubt in the very roadmap that's supposed to steer the business.

Why does that matter? Because if your planning process begins with skepticism, it undermines execution from the start. It becomes more about satisfying governance than driving outcomes.

And the disconnect doesn't stop there. **51.1%** say revenue targets feel unrealistic, and **58.1%** say they don't integrate sales capacity, territory, and demand generation planning. These aren't separate problems—they're interlinked. A target set without input from operating models, headcount constraints, or pipeline velocity becomes a phantom number. That misalignment between ambition and operational reality is the very definition of the **Growth Guess Gap**.

When we dig into pipeline, the fragility becomes even clearer. Only **10.3%** of respondents trust the majority of their pipeline. Half of all leaders say commit-stage deals fall through **10–30%** of the time. These aren't just forecasting errors—they're planning assumptions built on sand. And when teams don't trust the most foundational data in their go-to-market engine, the rest of the system starts to crumble.

Execution also suffers from inaction. Nearly **59%** of companies report losing deals due to poor follow-up—a problem caused not by lack of intent, but by disconnected systems and broken workflows. Meanwhile, **63.6%** of leaders say market shifts are the top reason projections fail, yet only a fraction adjust their plans continuously. This is what happens when your operating model is static and your environment is not.

So what's tying all this together? Tools and processes that can't keep up. **61.6%** of companies still use spreadsheets for revenue planning. **64.4%** say they're forced to replan quarterly or monthly. Not because they want to—but because the current model can't flex in real time.

This isn't a problem of visibility. It's a problem of systems design. Revenue teams don't need more data—they need the infrastructure to turn signals into strategy without waiting for the next QBR.

## The Human Side of the Growth Guess Gap

### Leaders are planning despite low trust in the plan.

The average confidence score in the planning process was only 3.4 out of 5, and only **5.3%** gave it a perfect score. Teams create plans to satisfy stakeholders, not because they believe they will hold.

### Execution is often reverse-engineered

**51.1%** said revenue targets feel unrealistic or disconnected from actual execution capacity. Instead of planning from data, teams plan backward from a number.

**Planning is siloed across functions.**

**58.1%** of respondents said their organization does not coordinate sales capacity, territory, and demand planning together. That misalignment leads directly to execution failure.

**Data is outdated the moment it's used.**

**45.7%** of leaders cited projections based on outdated or incomplete data as a driver of missed targets. **50.4%** said that even commit-stage deals fail to close **10–30%** of the time.

**Manual work is eating strategic time.**

**28.3%** of respondents said their teams spend **25–50%** of their time on manual data entry, spreadsheet updates, or CRM cleanup. Another **7.5%** said they spend more than half their time on it.

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**Teams are stuck reacting, not executing.**

**40.1%** of respondents said they are mostly reacting to problems, not running a proactive plan. This aligns with the **63.6%** who cite market shifts as the leading cause of plan breakdowns.

**Revenue is slipping through the cracks.**

**58.9%** say deals fall apart due to poor follow-up. **51.3%** blame inflated forecasts on poor pipeline hygiene. **46.4%** cite wasted marketing spend on low-converting leads.

**Here's the aha moment:** everything we think of as normal in GTM—scrambling to adjust plans, creating new models every quarter, running RevOps as reactive triage—doesn't have to be. These aren't signs of a tough market. They're symptoms of outdated systems. The real bottleneck isn't talent, effort, or even strategy. It's infrastructure. We've built our GTM engines on brittle workflows that weren't designed to flex, learn, or coordinate across teams. And now we're paying the price in missed targets, wasted resources, and slow reaction times.

What does this tell us? That most teams are working hard—but they're stuck in a system that wasn't designed to help them win. The data is messy, the workflows are siloed, and the signals that matter are buried in noise. This is what life inside the **Growth Guess Gap** actually feels like.

## Where AI and Unified Systems Make the Difference

What's striking in this survey isn't just the pain. It's the appetite for something better. When asked how valuable AI and automation would be for eliminating manual model building and improving alignment, the average response was **3.7 out of 5**—with **24.4%** rating it a 5 ("game-changing").

That optimism points to a shift already underway: revenue leaders are ready to break from the spreadsheet-and-slide-deck loop. They want:

- One place to plan, measure, analyze, and adjust
- Continuous visibility into pipeline, coverage, and KPI drift
- Automated signal monitoring that surfaces early warning indicators
- Scenario simulations that shows what might happen before it does
- The ability to execute from a shared source of truth across GTM teams

This isn't a dashboard problem. It's a decision-making architecture problem. And it can't be solved by layering another tool on top of legacy workflows.

## The Way Forward: GrowthAI

GrowthAI is more than a forecasting tool. It's the foundation of a new category—one that we've helped define, but that belongs to every team ready to move beyond reactive GTM. It's designed to close the **Growth Guess Gap** at its source. Possibly the first tool purpose built for revenue operations that covers full scope of the job. It replaces static planning with dynamic orchestration. It reads GTM signals, not just metrics. And it lets teams operate from one unified command center.

In short, GrowthAI allows you to:

- Plan with confidence, using integrated demand, capacity, and segmentation models
- Simulate outcomes, not just review them after the fact
- Measure what matters, with pipeline integrity and revenue plan health
- Take action with clarity—GrowthAI highlights what needs attention, prioritizes risks, and shows GTM teams exactly where to focus next

The result? Less guesswork. More growth. And the ability to finally run GTM like a system instead of a patchwork.

## Conclusion

**The findings from this survey are clear:** revenue leaders aren't missing targets because they don't know what to do. They're missing because their systems were never built to support how modern GTM actually works.

The **Growth Guess Gap** is real, measurable, and solvable. But it will require a clean break from spreadsheet-first thinking and fragmented tech stacks. The future belongs to leaders who build their revenue infrastructure the same way they approach their strategy: connected, intelligent, and capable of adapting at speed.

GrowthAI isn't a layer on top of your planning process. It's the foundation of a new way to operate—where growth isn't left to chance, where teams don't plan on failure, and where execution follows signal, not instinct. This is the north star: a unified system where planning, forecasting, resource allocation, and execution are connected by design—not duct tape. The teams that adopt this approach first will move from rigid annual planning to adaptive, always-on execution. They'll be able to course-correct without chaos, prioritize based on real signals, and align resources faster than competitors. That's how modern GTM teams will win—not through prediction, but by simulating the future they want and engineering the pathway to get there.

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