2025
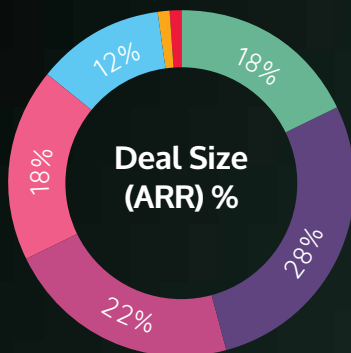
GTM Digest: Sales Efficiency

A Snapshot From The GTM Benchmarks Report
This Digest is Focused on Sales Efficiency

ebsta | **Pavilion**
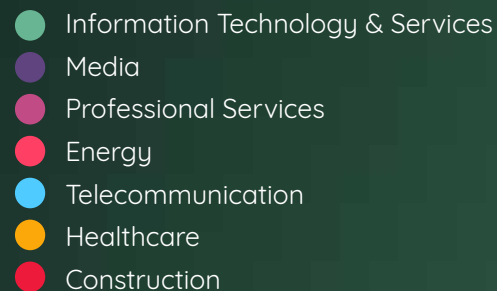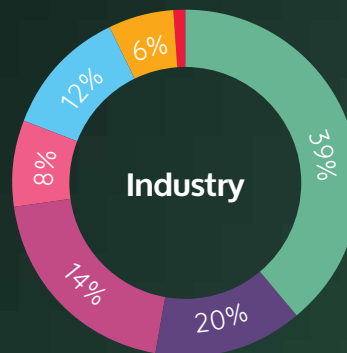
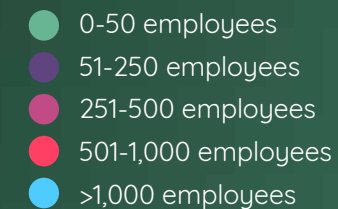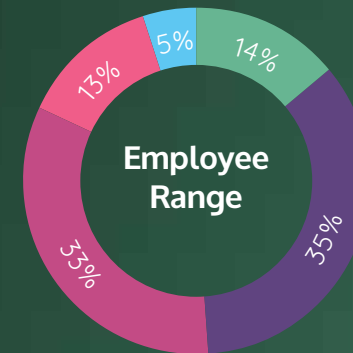# Pipeline and Survey Results Analysed by Ebsta

655K
Opportunities Analyzed

$48 Billion
Value of Opportunities Analyzed

240K+
Minutes of Seller Discovery Calls

2,000+
CRO and Sales Leaders Surveyed

Deal Size (ARR) %

- 18%
- 28%
- 22%
- 18%
- 12%

- ● $0-$10,000
- ● $10,001-$25,000
- ● $25,001-$50,000
- ● $50,001-$100,000
- ● $100,001-$500,000
- ● $500,001-$1,000,000
- ● $1,000,000+

Industry

- 39%
- 20%
- 14%
- 8%
- 12%
- 6%

- ● Information Technology & Services
- ● Media
- ● Professional Services
- ● Energy
- ● Telecommunication
- ● Healthcare
- ● Construction

Employee Range

- 14%
- 35%
- 33%
- 13%
- 5%

- ● 0-50 employees
- ● 51-250 employees
- ● 251-500 employees
- ● 501-1,000 employees
- ● >1,000 employees

1

Analysis of 387 companies

State of GTM in 2025

In 2025, efficiency drives sales success. Top teams close deals 3x faster, powering 80% of revenue growth.

To stay ahead, businesses must embrace AI, optimize high-performing channels, and adopt data-driven strategies.

Partner referrals deliver 30% higher efficiency, leveraging trust and credibility. Customer expansion fuels 52% of new revenue, proving that long-term engagement is key.

Legacy GTM models are fading. 56% of businesses are shifting to a full-cycle sales model, strengthening Sales-Marketing alignment to improve targeting and reduce wasted effort.

AI adoption is surging. 81% of businesses use AI for pipeline generation, while 91% prioritize automation to cut inefficiencies. AI provides real-time insights, ensures top sellers get the right deals, and eliminates misalignment that slows growth.

In 2025, efficiency is king, but strategy is the crown. The teams that master AI, data, and scalable sales models will dominate the future of revenue.

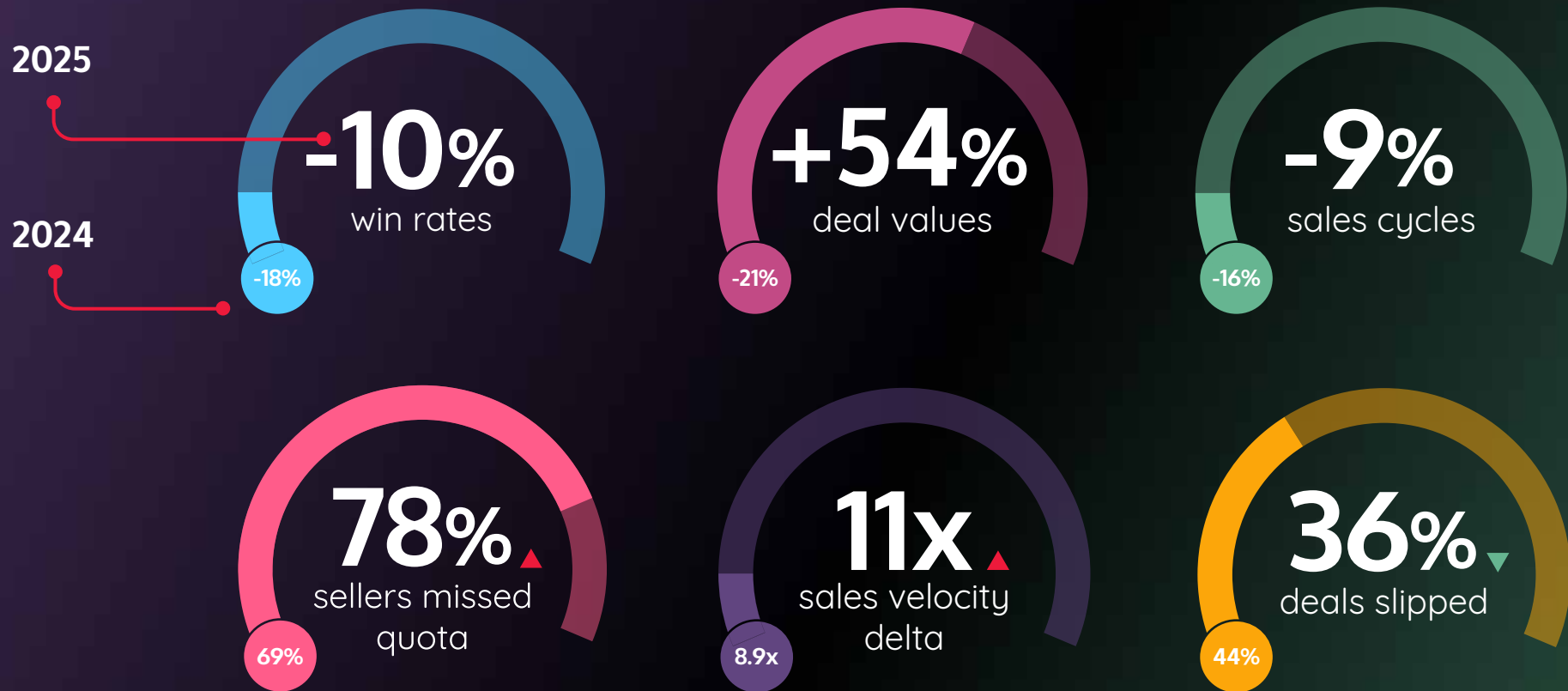*(i)* All percentage figures are relative. For example, a win rate increase from 20% to 30% is +50%.

This Digest is a snapshot from the 2025 GTM Benchmarks Report.

Scan or click the QR Code to download the full report.

State of GTM in 2025 Seller Performance on New Business

2025

2024

-10% win rates
-18%

+54% deal values
-21%

-9% sales cycles
-16%

78% sellers missed quota
69%

11x sales velocity delta
8.9x

36% deals slipped
44%

Get the detail behind the data.

ebsta | Pavilion

GTM Benchmarks Report 2025

3

Best Practices & Insights on Sales Efficiency

![ebsta | Pavilion]

How Are High-Growth Companies Transforming Their GTM Models?

Salesforce's role-based model once drove predictable sales, but today's informed buyers demand a seamless, personalized experience.

Fragmented handoffs slow the sales cycle and create friction.

The Shift Back to Full-Cycle Sales

46% of businesses are adopting this model, where sellers touch the entire journey - from prospecting to closing to post-sale nurturing during the initial 12 months.

Why It Works:

- Better Buyer Experience: Primary contact builds trusted relationship
- Higher Efficiency: Fewer handoffs reduce CAC and speed up sales
- More Expansion Revenue: 52% of new revenue came from existing accounts last year

The Future of GTM Alignment

Success requires collaboration across marketing, sales and CS teams - marketing fuels the pipeline, sales lands and expands, while CS cements retention.
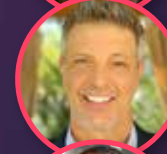
Revenue Architecture

Revenue Architecture equips leaders with the tools to create scalable, predictable pipeline systems by aligning sales, marketing, and customer success under a unified operating model.

With a focus on data-driven decision-making and operational alignment, this program ensures leaders can build and sustain robust pipeline engines tailored to their business's unique challenges and goals.
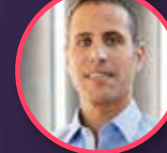
Beth Yehaskel
Owner, Interim GTM Executive,
Executive Coach at Elevate GTM Executives LLC

John Grispon
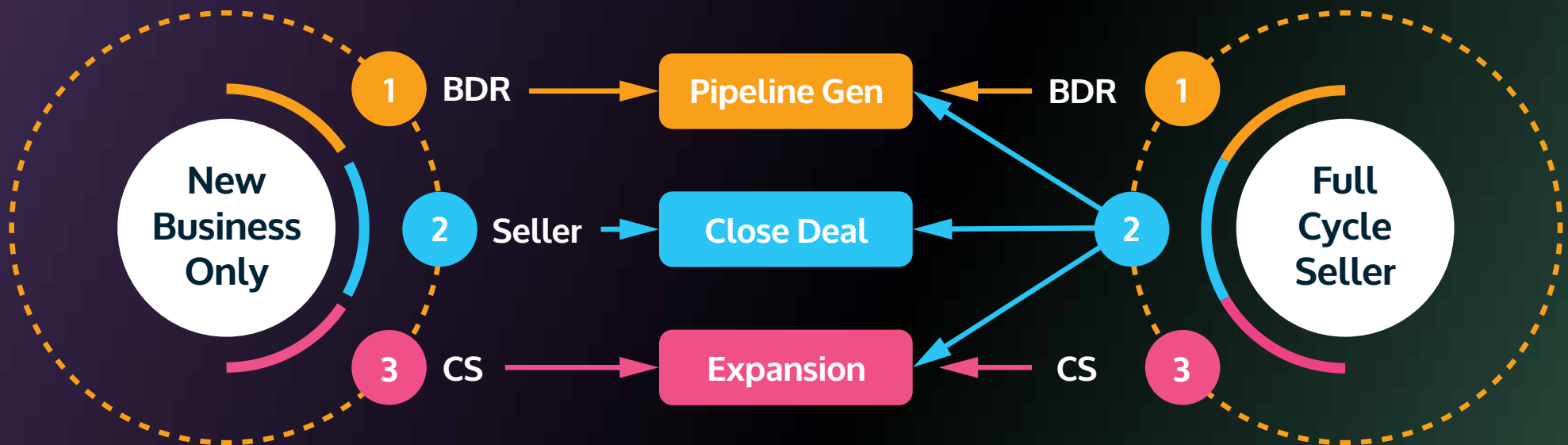Revenue Architect at Winning by Design

Roee Hartuv
Head of Revenue Architecture Practice at Winning by Design

**Enrol on the
Revenue Architecture course**
www.joinpavilion.com

46% of Companies Expect Sellers to Prospect, Close, and Grow Accounts

New Business Only

1 BDR → **Pipeline Gen**

2 Seller → **Close Deal**

3 CS → **Expansion**

Full Cycle Seller

BDR → **1**

→ **2**

CS → **3**

AEs generate 19% of the pipeline, BDRs 27%, while CS manages renewals and AEs drive expansion.

ebsta | **Pavilion**

What Are the Most Valuable Channels for Maximizing Revenue?

With GTM challenges rising, companies are focusing on increasing revenue from existing customers, and the channels that produce most revenue (not the most pipeline!).

Key Growth Channels

- Partner Referrals and trusted recommendations (e.g. from communities) stand out as the most efficient channels, delivering nearly 30% higher efficiency than the average

- Customer Expansion: 52% of new revenue came from existing accounts in 2024

Optimizing for Growth

Double down on what works. Scale high-performing channels like partnerships and customer expansion to maximize growth.

Then minimise the time invested in unproven channels: Use data to understand the impact of different channels earlier to minimise wasted effort on tactics that don't deliver.

Finally, keep experimenting. The more data driven your top of funnel activities are the quicker you will learn what works.

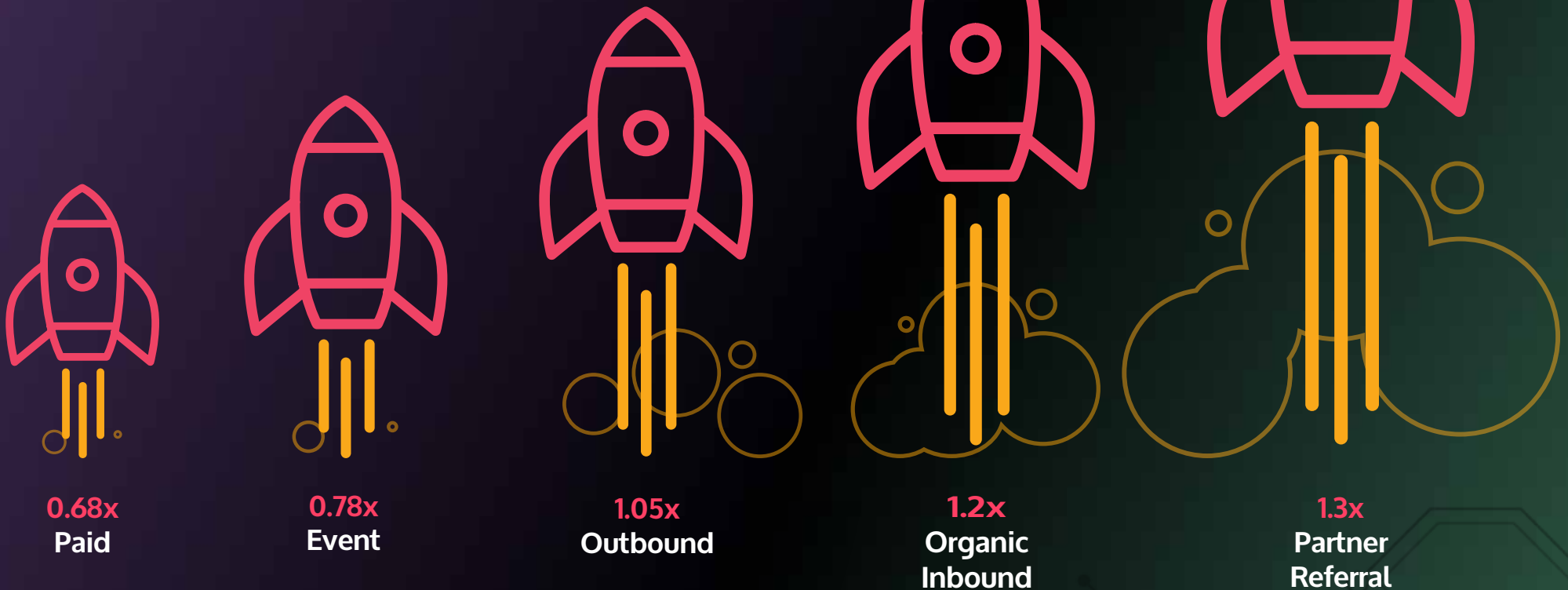**52% NEW REVENUE FROM EXISTING ACCOUNTS**

Don't just focus on buying new clients, recycle the ones you already have.

Partner Referrals Are Best for Efficiency, Exceeding the Average by 30%

Efficiency = [Win Rate *ACV] / Sales Cycle

0.68x
Paid

0.78x
Event

1.05x
Outbound

1.2x
Organic Inbound

1.3x
Partner Referral

# Why is Deal Slippage a Silent Growth Killer?

With 78% of sellers missing quota last year, delayed deals aren't just frustrating, they represent lost revenue as the more deals slip the lower the win rate.

Slippage happens due to poor qualification, and weak stakeholder engagement. Sales leaders are guilty of pushing for volume over quality, and lower performers struggle to truly understand the clients critical events and expected RoI.

The finance persona is now scrutinizing every investment. This makes vague value propositions from sellers a deal killer.

Top performers qualify early, engage multiple stakeholders, and focus on RoI-driven selling to keep deals moving.
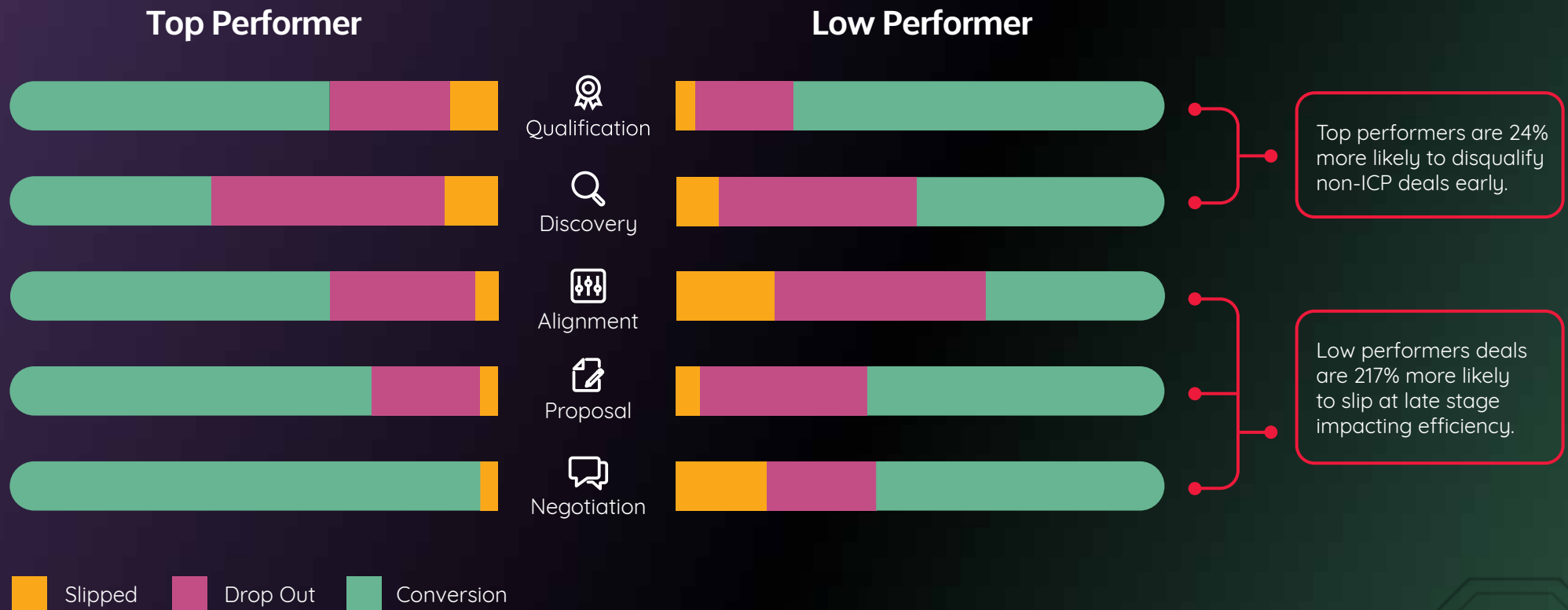
Instead of relying on bloated pipelines, top performing sales leaders run disciplined, data-backed sales motions, ensuring predictable revenue and faster deal velocity.
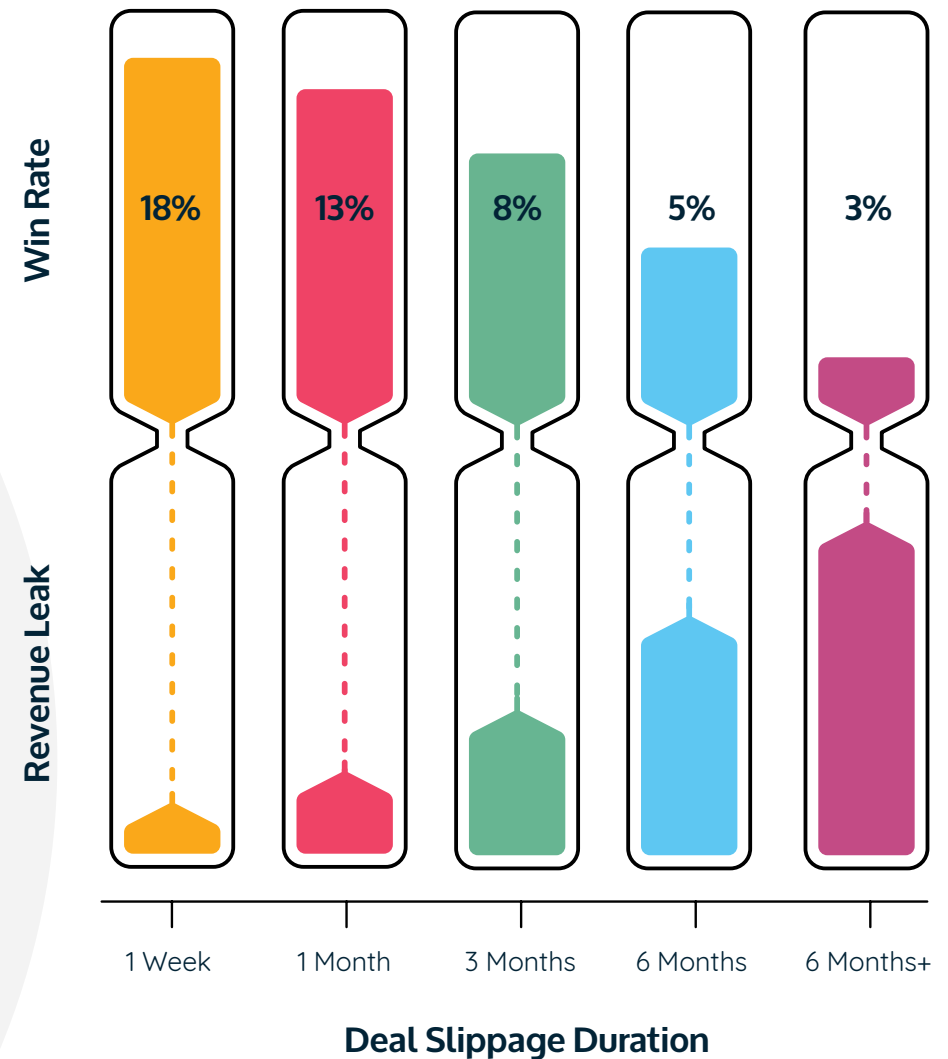
Deal slippage isn't just a minor hiccup – it's a significant threat to revenue. Learn more.

Win Rate

| 18% | 13% | 8% | 5% | 3% |

Revenue Leak

1 Week   1 Month   3 Months   6 Months   6 Months+

Deal Slippage Duration

When Late-Stage Deals Slip Beyond Two Months, Win Rates Drop 113%

Top Performer

Low Performer

Qualification

Discovery

Alignment

Proposal

Negotiation

Legend: ● Slipped ● Drop Out ● Conversion

Top performers are 24% more likely to disqualify non-ICP deals early.

Low performers deals are 217% more likely to slip at late stage impacting efficiency.

💡 Slippage in early stages is fine, but slippage at late stage materially affects win rates.

Conclusion

With just 14% of sellers driving over 80% of new revenue, the 2025 B2B GTM Benchmarks Report reveals the largest performance gap we've seen between top sellers and the rest of the team.

AI Enhances, Not Replaces

The good news? Better data and AI-driven insights can help lower performers replicate best practices, boost consistency, and drive growth.

AI automates low-value tasks, setting sellers free to sell. However, its success relies on consistent data quality - achievable only through automation.

A-Players Prioritize Efficiency and Relationships

Top sellers handle 164% more deals, close faster, and build stronger relationships. Early decision-maker involvement boosts win rates by 55%, and sellers with an engagement score above 40 with the C-suite, see 400%+ increase in win rates.

Full-cycle sales models are replacing silos, with 46% of companies reviving this model. Expansion sales now drive 52% of revenue; higher win rates, faster sales cycles and fewer stakeholders make it an easier sell.

The Winning GTM Formula

Companies that automate wisely, refine processes, and invest in relationships will see greater efficiency, as well as sustainable and rapid growth.

The future favors those who sell smarter - not harder.

Get AI to Score Your GTM

Will you get 100%, 47% or something else?

Take 3 minutes to answer 10 questions and get a percentage score and some AI-generated advice.

www.ebsta.com/gtmscore

Who Are The People Behind The GTM Benchmarks Report?

The World's #1 Private Community for GTM Leaders

Pavilion is the community for GTM leaders to connect, learn, and grow in their GTM roles. Our global community unites over 10,000 Managers, Directors, VPs, C-suites, and CEOs that are committed to advancing their careers and driving success in B2B Tech.

Members get access to a wide range of resources, including:

- Private Slack communities for real-time networking and insights
- The Member Hub, featuring 1,400+ templates, business frameworks, and ways to connect with the community
- Pavilion University, offering 60+ live and on-demand certified programs to help members upskill
- In-person networking events, such as annual Summits, Conferences, and regular local Chapter gatherings

Whether you're seeking mentorship, career support, or looking to stay ahead of industry trends, the Pavilion community is here to support your journey. Join the ranks of other sales, marketing, customer success, and revenue operation leaders.

Join Pavilion

A membership for every GTM Leader

Join the world's largest community of GTM leaders in B2B Tech to make an impact with every step.

www.joinpavilion.com

Ebsta Guarantees to Increase Quota Attainment

Ebsta is the only platform that combines data enrichment, technology and Revenue Insights as a Service (RIaaS™) to deliver efficient revenue growth.

First, we fix your data.

Salesforce says 80% of data in CRMs is rubbish. We see it every day, so we agree.

All AI platforms run on data. Poor data equals poor AI.

We'll fix that before we deploy Ebsta. Promise.

+

Then, add guided selling to Salesforce

Now you've got great data, we can benchmark live deals against those closed-won in the past.

Every seller now understands next steps to maximize win rates - all based on evidence.

And you get +/- factors on each deal, making pipeline inspection 10x more powerful. Simple.

+

And finally, we sit with you to interpret game-changing insights

AI loves lots of data – humans, not so much.

Our Insight Reports reveal hidden sales metrics, but they're not hard work.

We guide you to critical growth opportunities in quarterly one-on-one sessions you'll love. Honest.

Our Guarantees

✓ Ebsta **guarantees** to improve your sellers' **quota attainment** in the first **6 months**.

✓ Ebsta **guarantees** to increase **forecast accuracy** to **+/- 10%** within 6 months.

✓ Ebsta **guarantees** to get you **live within 30 days** so you can influence **this quarter's number**.

🔥 **ebsta**