

2025

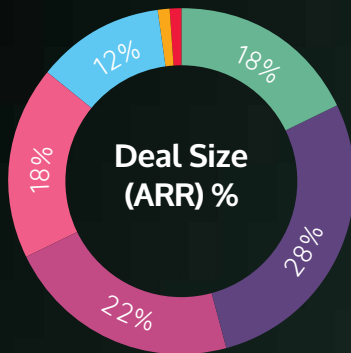
GTM Benchmarks

Latest Insights Into Best Practices
That Lead to Profitable, Efficient Growth

Pipeline and Survey Results Analysed by Ebsta

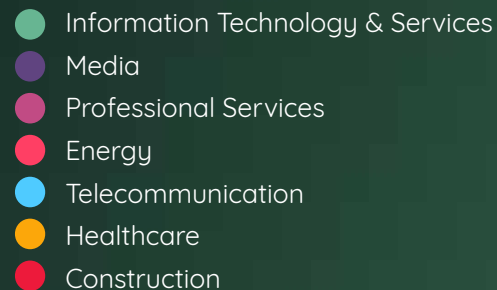
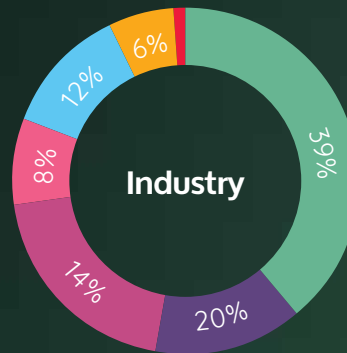
655K

Opportunities
Analyzed



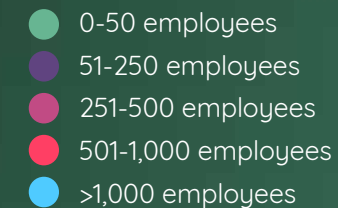
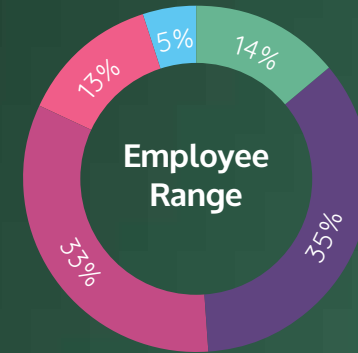
\$48 Billion

Value of
Opportunities
Analyzed



240K+

Minutes of Seller
Discovery Calls



2,000+

CRO and
Sales Leaders
Surveyed

Foreword

As we look ahead to 2025, Pavilion remains steadfast in our mission: to empower every leader to unlock their potential

The 2025 Benchmarks Report reflects this vision. Profitable Efficient Growth (PEG) is no longer a distant goal - it's the imperative of our time. Leaders today are tasked with finding smarter ways to operate while fostering meaningful human connections. At Pavilion, we believe that success lies at the intersection of AI-driven innovation and authentic relationship-building.

This year's benchmarks go beyond numbers. They illustrate the strategies and behaviors that enable GTM leaders to thrive - from leveraging AI to streamline processes to cultivating resilient teams who excel under pressure. With insights tailored to help you adapt, scale, and lead with impact, this report is your playbook for growth in 2025.

We're expanding our chapters, launching cutting-edge programs, and deepening our commitment to your personal and professional journey. Together, let's build the future of leadership, one connection, one innovation, and one growth opportunity at a time.

Here's to thriving in 2025.



Sam Jacobs

CEO, Pavilion



Executive Summary

In 2025, efficiency is the cornerstone of sales success.

Top-performers aren't just closing deals - they're doing so 3x more efficiently, driving 80% of total revenue growth.

GTM Efficiency

Meanwhile, inefficient teams clinging to legacy Go-to-Market (GTM) processes risk falling behind. To adapt, we saw 45% of businesses shifted to a full-cycle sales model last year, which led to expansion within existing clients representing 52% of overall revenue growth.

Artificial Intelligence

Last year sellers spent fewer than two hours per day actively selling. Manual tasks are blocking their efficiency. Automating these tasks is the top AI application (88%), according to our survey of over 2,000 CROs. Market leading teams eliminate wasted effort, focus on high-value opportunities, and increase efficiency through AI - but true success goes beyond technology alone.

Buyer Relationships

Relationships remain the cornerstone of revenue. When decision makers are actively involved in the first 2 stages of the sales process, win rates rose by 55%, and if the engagement score with the decision maker remains above 40 throughout the sales cycle, the win rate quadruples! Top performers are more focused than ever on multi-threading, building stakeholder trust and engagement to maximize long-term value.

Today, efficiency rules, trust is paramount, and those who excel at both will win.



Guy Rubin

CEO, Ebsta and Pavilion CEO Ambassador



State of GTM in 2025

AI-driven Efficiency Creates More Time for Human Relationships

We've passed the worst, and momentum is shifting. Sellers are adapting, and businesses are refining their go-to-market strategies with stronger Sales and Marketing alignment.

The results speak for themselves - a 32% jump in MQL to SQL conversions, a 54% rise in ACV, and a 9% shorter sales cycle (page 5). It feels like we're finally emerging from a dark tunnel.

Yet, as businesses ramp up hiring post-2024, a gap is widening. Missed quota rates have climbed to 78% from 69% (page 5), and just 14% of sellers drive 80% of revenue (page 8), exposing an 11x performance difference between top and bottom performers (page 7).

A-players not only close more deals faster but also focus on high-value opportunities.

These patterns vary by business, making it critical to pinpoint what truly drives your success.

The market is shifting, and those who analyze and replicate the strategies of top performers and fast-growing businesses will lead the way.

AI-driven efficiency insights are key to closing the performance gap, enabling GTM teams to scale what works and drive profitable and efficient growth in 2025.



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

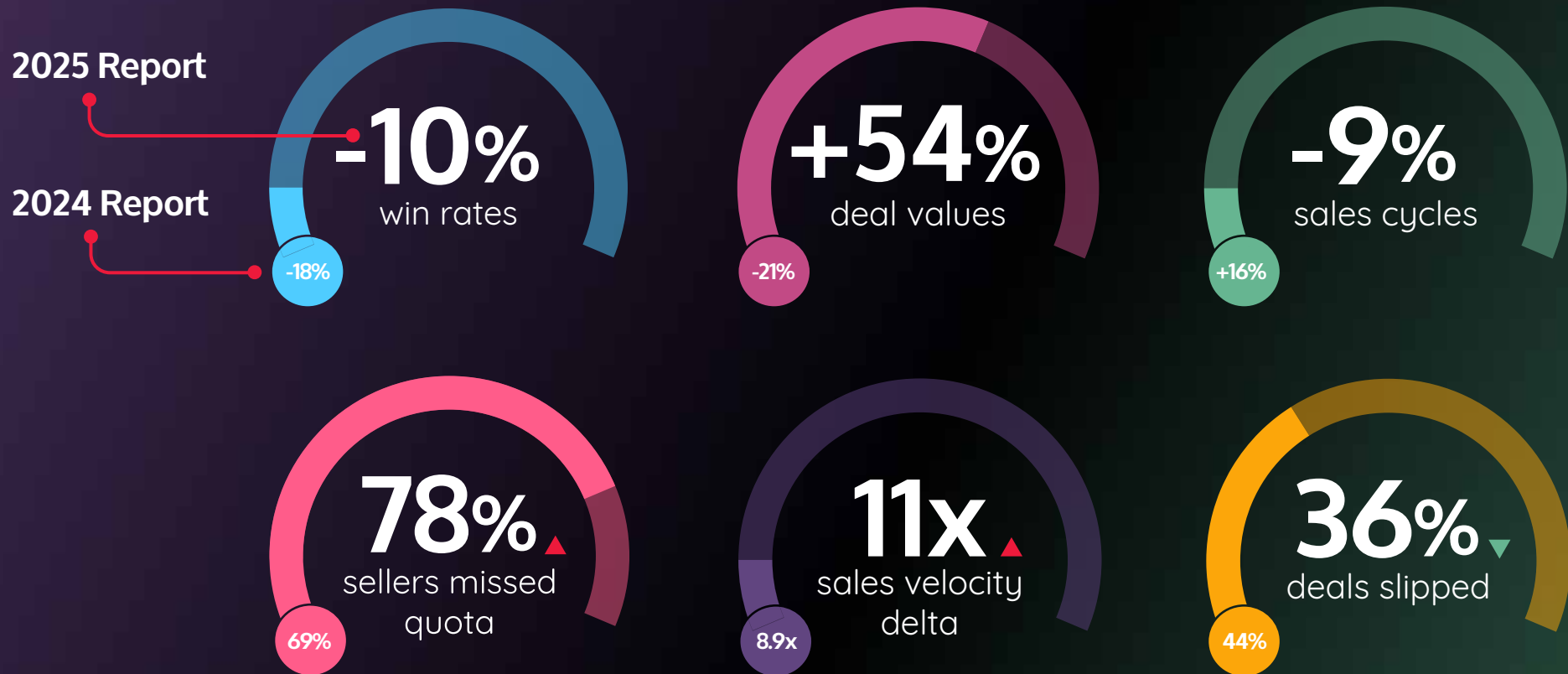


Alex Olley

Co-Founder/CRO, Reachdesk



State of GTM in 2025 Seller Performance on New Business



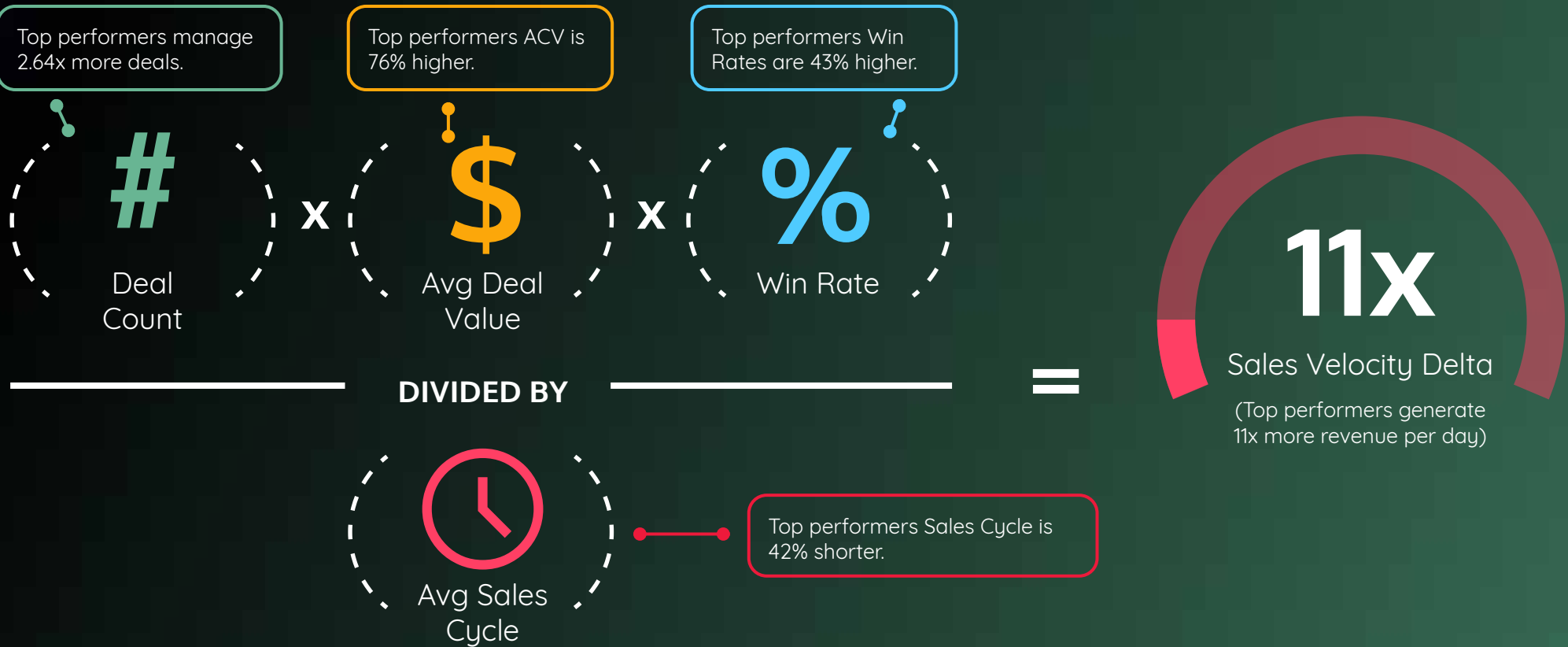
Get the detail behind the data.



State of GTM in 2025 Overview



State of GTM in 2025 The Gap Between A & B Sellers



The State of GTM in 2025: Just 14% of Sellers Generate 80% of Revenue

Time Management

On average, sellers spend less than 2 hours a day selling (4 hours for A-players).

A-players: Manage 164% more pipeline.

Automating manual work is the top use case for AI (88%) in 2025.

Selling Skills

A-players: 55% better at Discovery.

Top performers don't discount. This helps cut negotiation time by 24% (and by 49% for expansion opportunities).

Pipeline Management

45% of firms have moved to full cycle.

A-players: 217% less likely to experience material slippage.

76% of B-player deals lack critical events.

Get the right sellers selling to the right customers boosts quota attainment by 90%.

Relationships

Ongoing engagement with C-suite generates 189% more expansion opportunities.

On average, engage 8 stakeholders for new opportunities, and 5 for expansion.

Involving decision-makers increases the win rate by 50%. If their relationship score exceeds 40, the win rate jumps by 400%.



Unlocking Profitable, Efficient Growth: Best Practices & Insights

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.



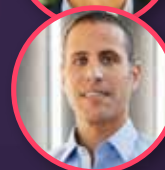
Beth Yehaskel

Owner, Interim GTM Executive,
Executive Coach at Elevate GTM Executives LLC



John Grispon

Revenue Architect at Winning by Design



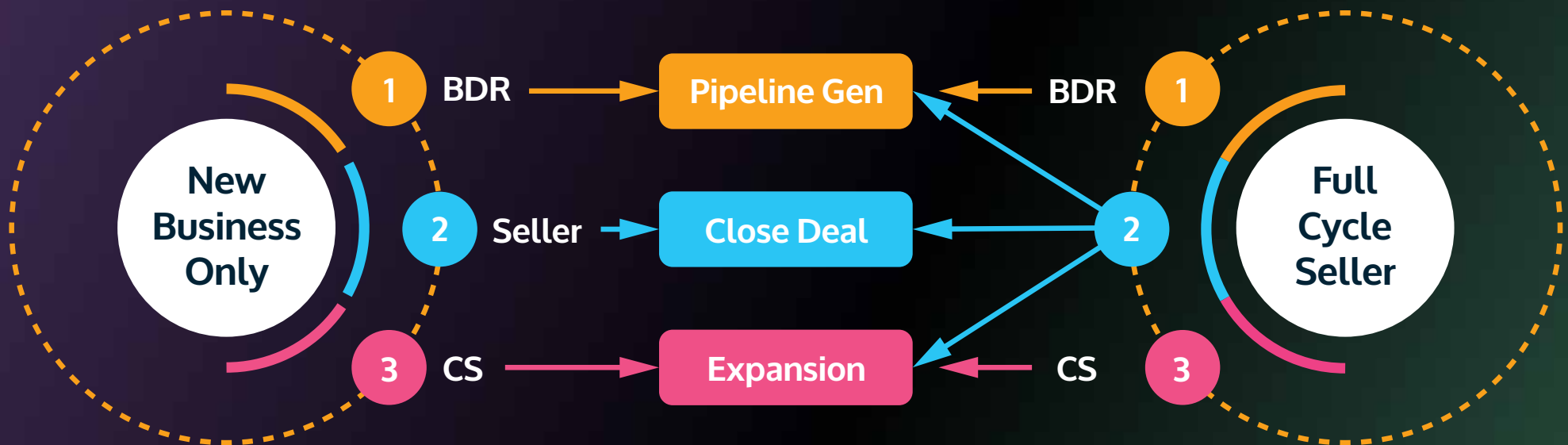
Roee Hartuv

Head of Revenue Architecture Practice at
Winning by Design



Enrol in the
Revenue Architecture course
www.joinpavilion.com

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



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

Is Selling Really a Seller's Main Activity?

Time is a seller's most valuable resource - but most spend less than 2 hours a day talking to customers.

The Impact of Lost Selling Time:

- On average, sellers spend only 21% of their day engaging with customers
- Top performers achieve higher win rates and faster deal velocity by spending nearly 50% of their time with customers
- Rising Customer Acquisition Costs (CAC) make every wasted minute a missed opportunity

The Solution

To drive growth, sellers must reclaim their time - focusing on trust-building, value delivery, and closing deals.

Organizations that use AI to eliminate inefficiencies and prioritize customer engagement will gain a decisive competitive edge.

AI & Automation Strategies for GTM Leaders

AI & Automation Strategies empowers GTM leaders to master their time by implementing AI and automation tools that streamline workflows and drive efficiency.

With hands-on playbooks, participants learn to prioritize high-impact activities and eliminate inefficiencies, enabling smarter, faster decision-making. This course's focus on productivity and scalable growth aligns seamlessly with the Time Management chapter's objectives.



Tom Andrews
Pavilion VP of Technology & Operations



Enrol in the AI & Automation Strategies course
www.joinpavilion.com

Sellers Spend Less Than Two Hours per Day Actively Selling



Average performers
without AI support



Top Performers at
AI-enabled Businesses

%

Top performers at AI-enabled companies are able to dedicate twice the time engaging with customers.



34% of companies use AI to automate sales tasks today, expected to reach 64% by end 2025.

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.

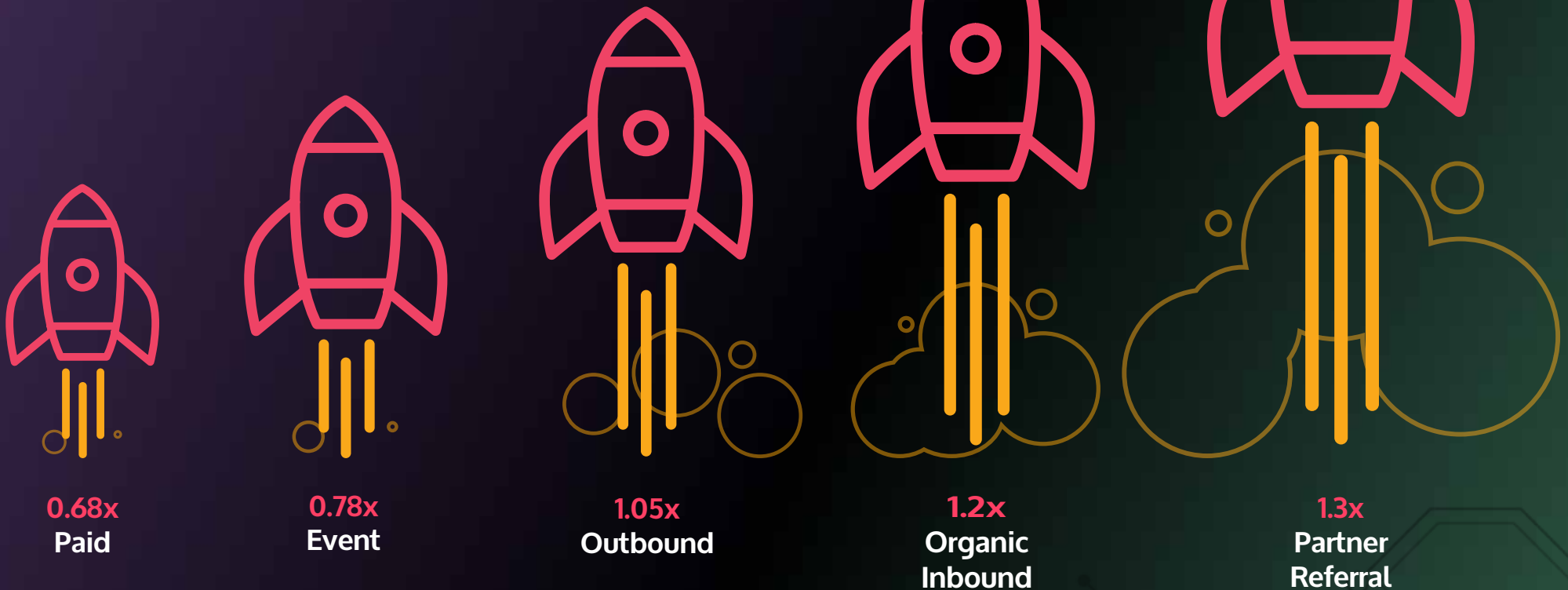
Finally, keep experimenting. The more data driven your top of funnel activities are the quicker you will learn what works.



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 x ACV] / Sales Cycle



What Helps Drive More Expansion?

Sustained customer engagement increases the likelihood of expansion opportunities by 189%. Maintaining good engagement with the C-suite doesn't just help retention, it also unlocks expansion opportunities.

Why Ongoing Engagement Matters

- Identify Growth Opportunities: Regular touchpoints reveal evolving customer needs
- Strengthen Loyalty: Consistency builds trust and reduces churn
- Proactively Manage Accounts: Staying aligned with stakeholders prevents issues before they arise

Highly engaged customers are far more likely to recommend you to others, and increase their spend with you.

Businesses that prioritize continuous, value-driven interactions will drive deeper loyalty, unlock new revenue, and ensure long-term success.

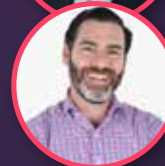
Pavilion CRO School

CRO School develops executive leaders' ability to foster strong relationships across teams and with boards. Through expert-led sessions, participants gain actionable strategies for aligning leadership, motivating teams, and building management frameworks that drive cohesion and collaboration.

The program ensures leaders can manage relationships that elevate organizational performance and create lasting impact, perfectly suited for the Expansion chapter.



Kiva Kolstein
President & CRO of AlphaSense

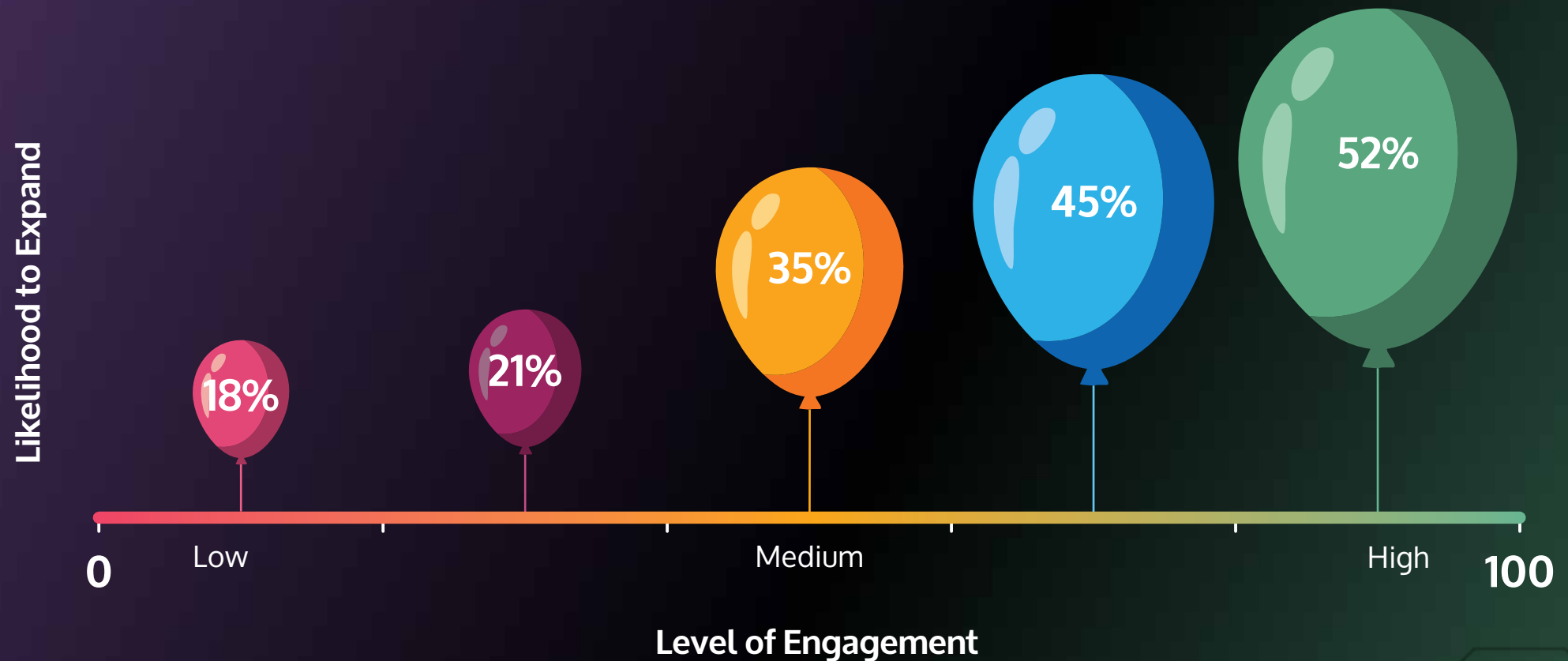


Sam Jacobs
Founder & CEO of Pavilion



Enrol in the Pavilion CRO School
www.joinpavilion.com

Ongoing Engagement Drives 1.9x Expansion Potential



Learn more about how top performers double expansion potential with ongoing engagement.



What Makes Top Performers More Effective?

Discovery isn't a one-time task - it's an ongoing process that fuels both initial sales and long-term expansion.

Why It Matters

- Buyer Needs Evolve: Without ongoing discovery, sellers risk misalignment
- Hidden Expansion Opportunities: Identifies upsell and cross-sell potential
- Faster, Smoother Sales: Insights-driven personalization reduces friction and accelerates deals

Top performers treat discovery as a continuous strategy, asking high-impact questions to uncover shifting priorities.

This proactive approach strengthens customer relationships, maximizes revenue, and drives sustained expansion.



Use AI to reveal A-player behaviors. Learn more about these seven key discovery skills.



Pavilion CMO School

CMO School empowers marketing leaders to elevate the demo stage by integrating AI, refining value propositions, and aligning sales and marketing efforts. Participants learn to deliver impactful demos that resonate with buyers and drive pipeline success.

By bridging strategy and execution, this school perfectly supports this chapter's focus.

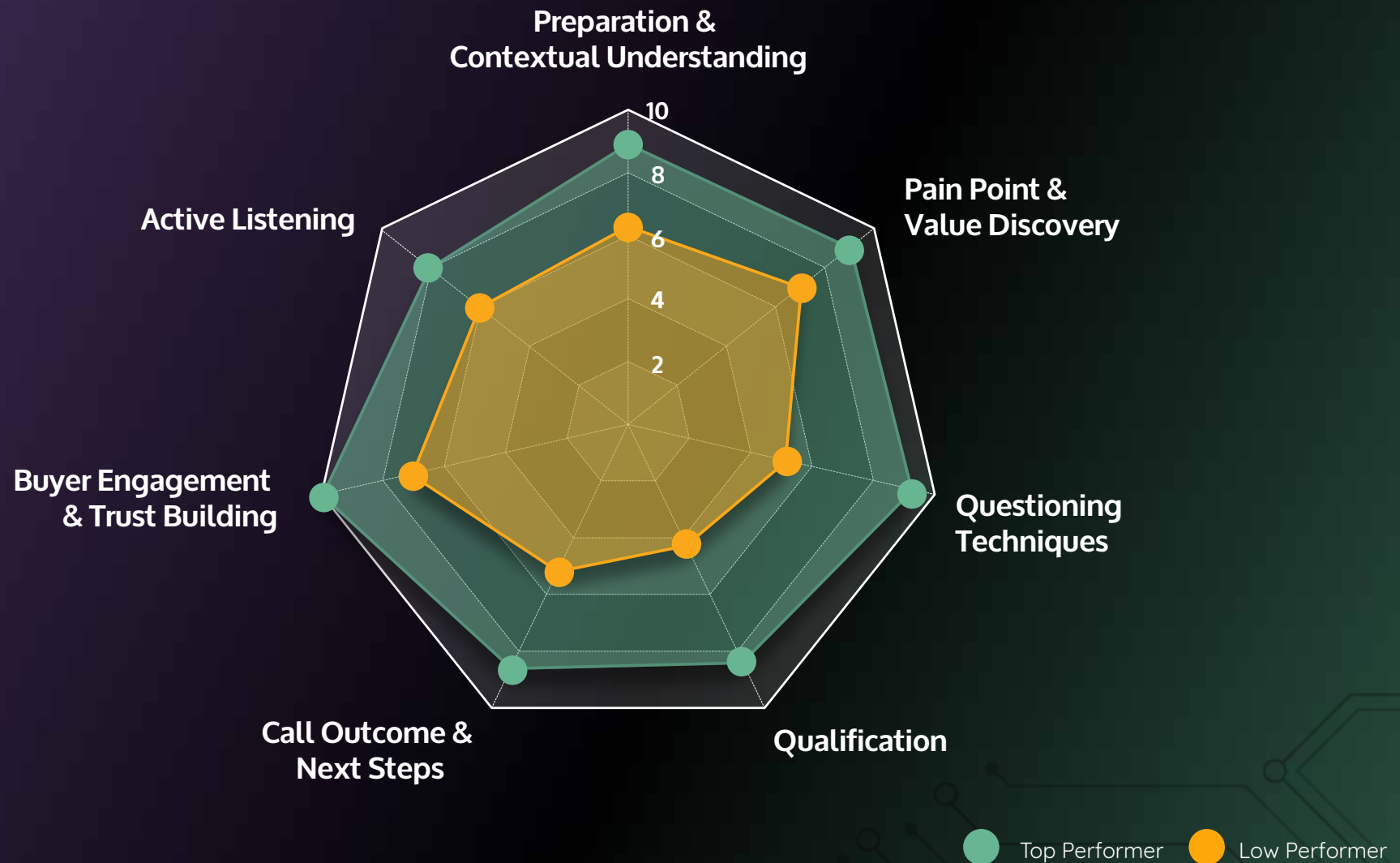


Andrea Kayal
CRO at Help Scout



Enrol in the Pavilion CMO School
www.joinpavilion.com

Top Performers Excel With 55% Stronger Discovery Skills



Why is Deal Slippage a Silent Growth Killer?

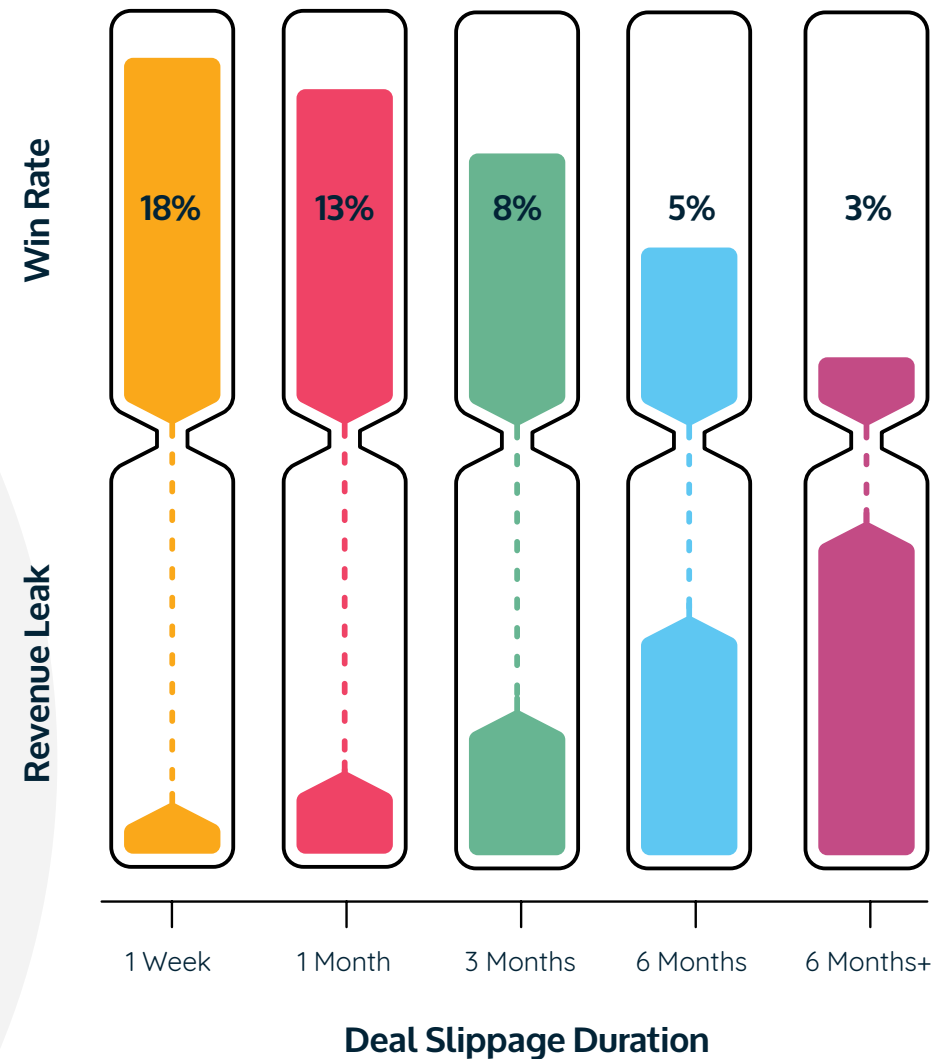
With 78% of sellers missing quota last year, delayed deals aren't just frustrating, they represent lost revenue as the more deals slip the lower the win rate.

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.

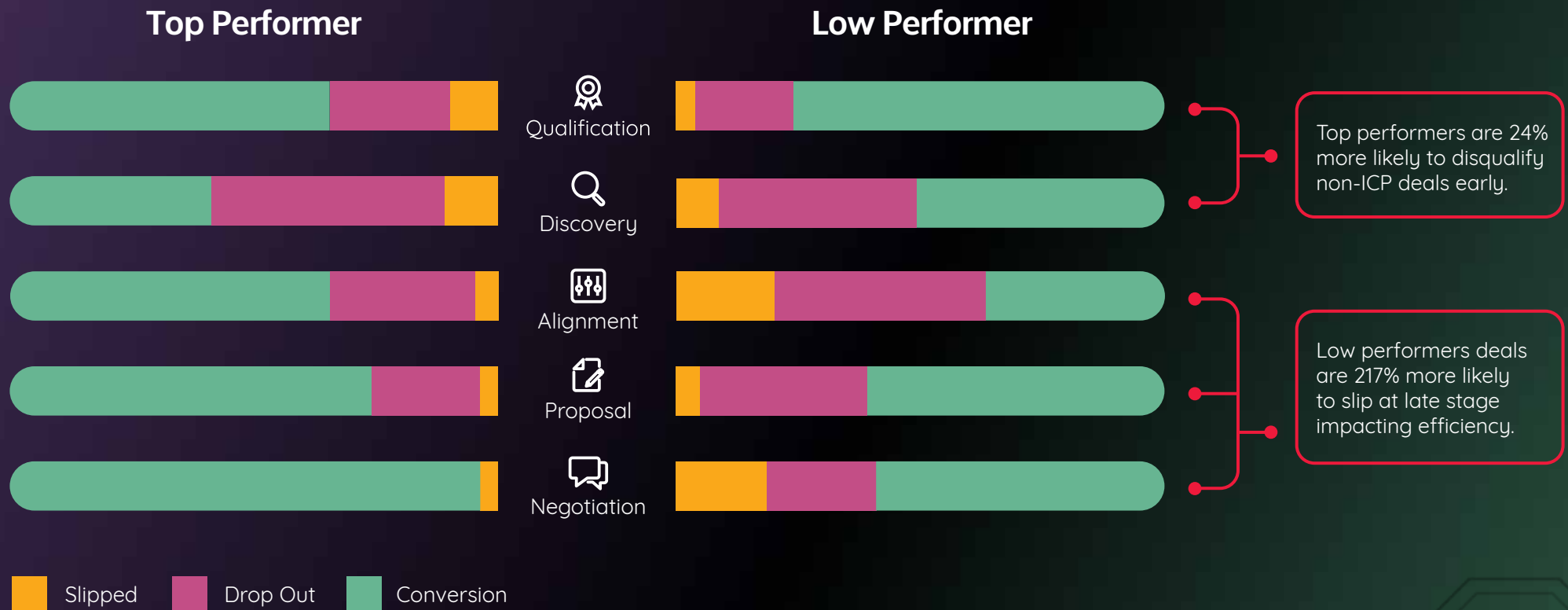
Instead of relying on bloated pipelines, top performing sales leaders run disciplined, data-backed sales motions, ensuring predictable revenue and faster deal velocity.



Deal slippage isn't just a minor hiccup – it's a significant threat to revenue. Learn more.



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



Is Multi-Threading Essential for Expansion?

Selling to existing customers is more efficient, with higher win rates and shorter sales cycles than acquiring new logos. But success requires more than familiarity - it demands a strategic, multi-threaded approach.

Engaging multiple stakeholders across a business helps sellers:

- Uncover New Needs: Business priorities evolve post-sale
- Align Multiple Perspectives: Strengthens consensus and deal success
- Deepen Customer Relationships: Builds trust and long-term partnerships

Success in expansion requires a shift from one off engagements to fostering trust, consistent communication, and ongoing value creation.



Faster Sales Cycles: Expansion deals close in 52 days on average, compared to 91 days for New Business deals.

Pavilion CCO School

CCO School equips leaders with proven strategies to retain customers and drive expansion. By focusing on customer success, post-sale journeys, and scaling value-driven organizations, the course ensures participants can foster loyalty and revenue growth.

With actionable frameworks for customer-led success, this school delivers exactly what the Retention & Expansion chapter needs to highlight.



Emmanuelle Skala

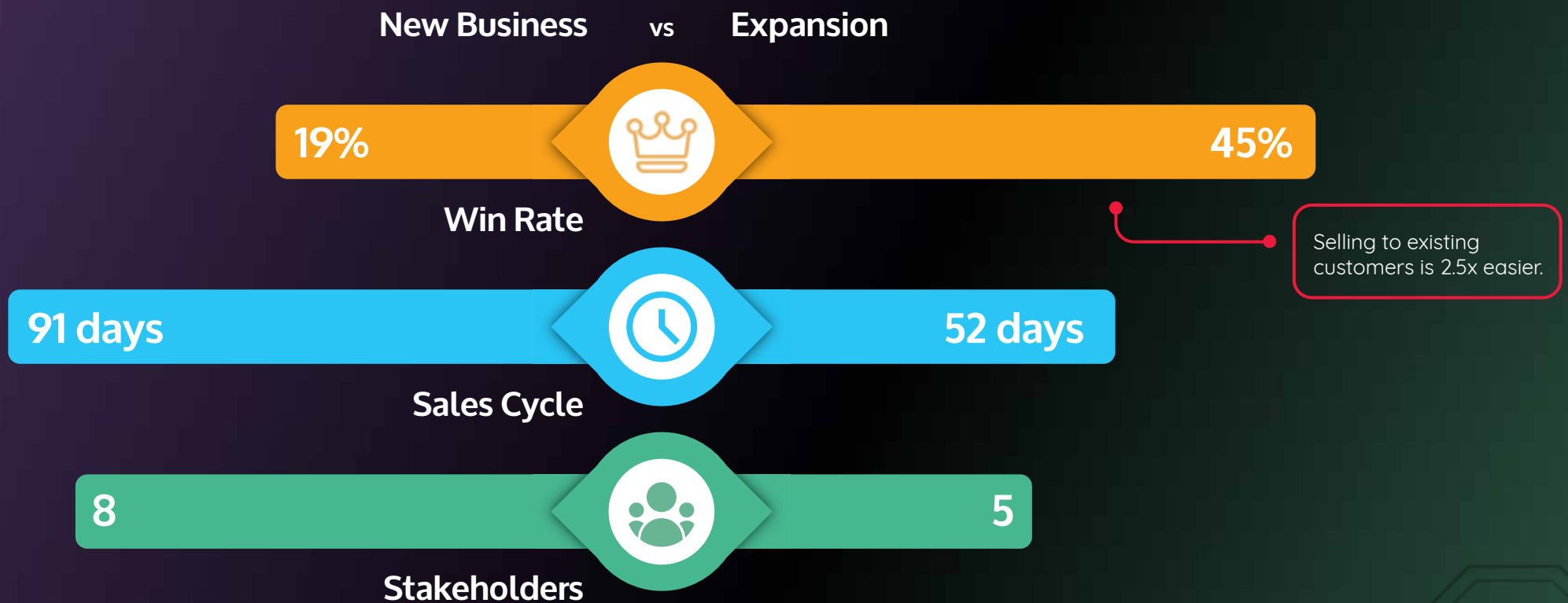
Former SVP of Customer Success at Toast



Enrol in the Pavilion CCO School

www.joinpavilion.com

Multi-threading is Critical During Expansion, But With Fewer Stakeholders



AI Unlocks Efficiency - But Is Your Data Clean Enough to Power It?

Imagine a sales team armed with cutting-edge AI, ready to automate pipeline generation, streamline account research, and engage customers more efficiently than ever.

The promise of AI is clear: 64% of CROs have or plan to adopt AI to eliminate manual tasks and accelerate growth.

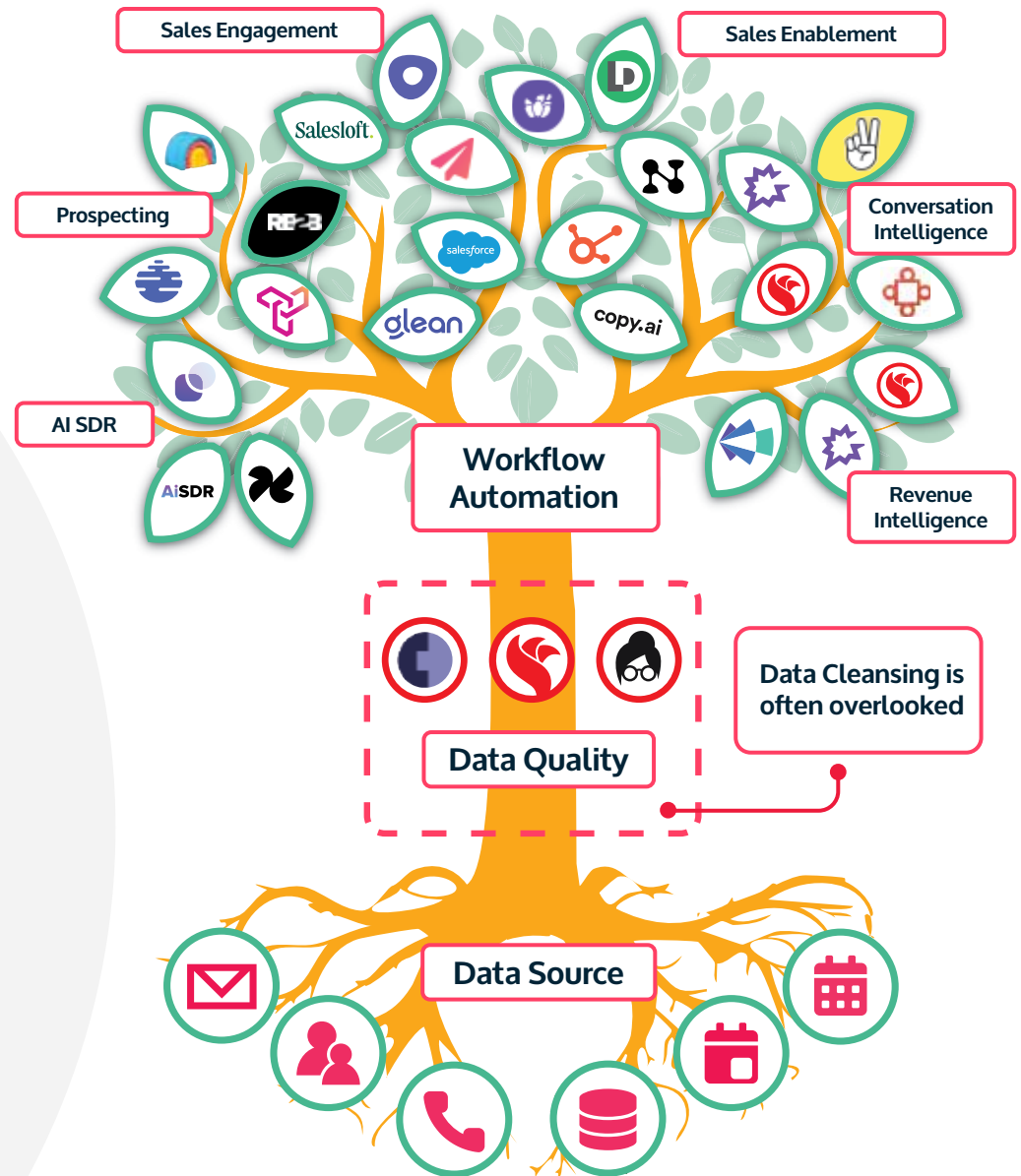
The Data Dilemma: A Roadblock to AI Success

But here's the catch - AI is only as good as the data it relies on. Right now, 44% of the contacts sellers interact with aren't even recorded in their CRM (e.g. Salesforce).

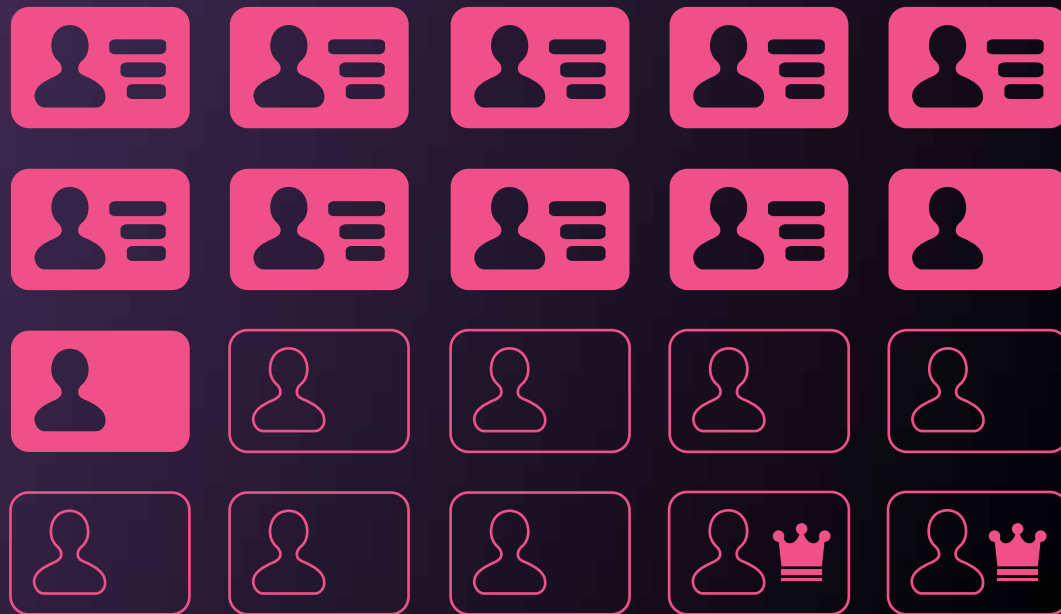
A quarter of these missing contacts are senior decision-makers - CxO, VP and Directors - who play a critical role in closing deals.

Without AI it's almost impossible for companies to report on how multi-threaded they really are, or be alerted when specific stakeholders stop engaging.

The lesson? AI can revolutionize sales, but only if organisations invest in automation to constantly capture the data that powers the AI.



44% of Contacts Never Make It to CRM 26% Are Decision Makers



17%

of CRM contacts have out-of-date job titles or phone numbers.

26%

of missing contacts are decision-makers (CxO, VP, Director).



Full Data



Missing Data



Out-of-date Data



Decision-maker missing data



Without AI, companies struggle to measure multi-threading or get alerts when key stakeholders disengage.

Are You Leaving Money On The Table By Not Being Insights Driven?

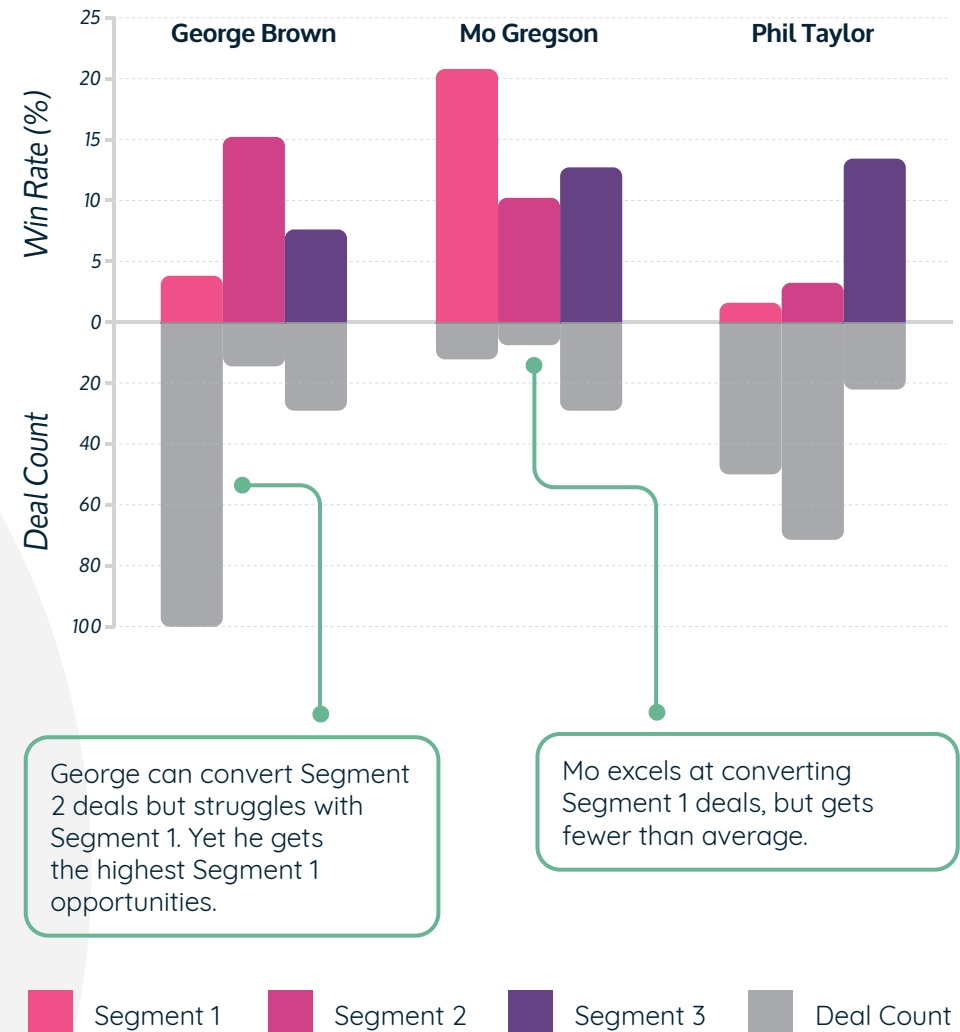
Integrating AI into your GTM strategy transforms your sales process by providing real-time insights into your ideal customer profiles, team performance, and deal dynamics - making your GTM approach more agile and effective.

In our Seller Performance chart, Mo has a high win rate in Segment 1, yet receives the least number of deals in that category. By contrast, George gets the vast majority of Segment 1 deals, but has a lower win rate compared to Mo.

This misalignment affects both immediate sales outcomes and long-term, scalable revenue growth.

A data-driven, AI-powered approach ensures every deal is aligned with the right resources in real time, reducing mismatches and squeezing the most out of every opportunity.

For this approach to be truly effective you need to be able to query your data - fast and in real-time. Explore the Revenue Insights Flywheel on [page 27](#) to see examples of the questions and answers you'll need.



George can convert Segment 2 deals but struggles with Segment 1. Yet he gets the highest Segment 1 opportunities.

Mo excels at converting Segment 1 deals, but gets fewer than average.



Assign deals strategically to maximize revenue efficiency and boosts sales by 90%.

Unlock These Insights to Supercharge Your GTM Efficiency



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 (RlaaS™) 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.



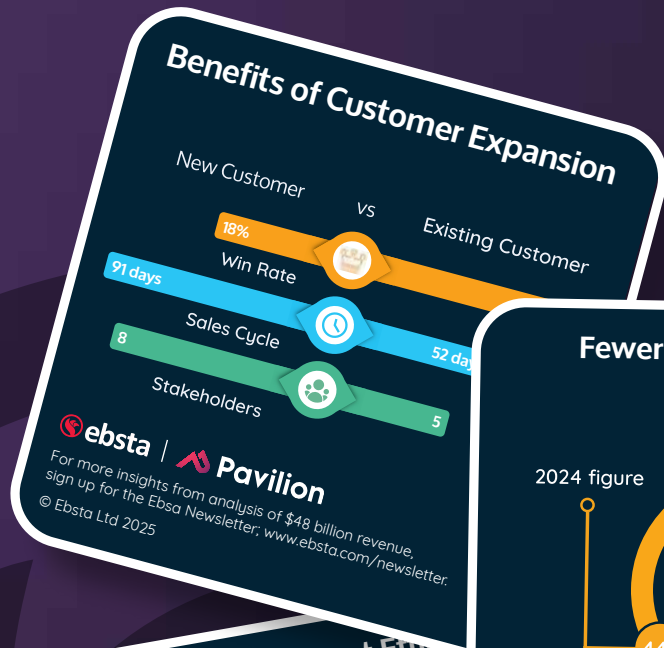
Ebsta **guarantees** to get you **live within 30 days** so you can influence **this quarter's number**.



Like The Graphics In This Report?

Get LinkedIn optimised images to share with your followers. We've also included text for you to copy/edit.

www.ebsta.com/linkedin





© 2025 Ebsta Ltd

This document is copyright-protected. All rights reserved. Any unauthorized reproduction or use is strictly prohibited unless we grant such reproduction or use in writing. Unless specified, all intellectual property rights regarding this document and its contents are the exclusive property of Ebsta Ltd. Uncontrolled when printed.

No Warranties and Limitation of Liability

Information provided via this document is provided 'as is' without warranty of any kind, either expressed or implied, including fitness for a particular purpose and non-infringement. Ebsta Ltd does not make any warranties or representations as to the accuracy or completeness of this document, and assumes no liability or responsibility for any errors or omissions in its content. Your use of this document is at your own risk, and Ebsta Ltd is not liable to you or any other person for any indirect, direct, special, incidental or consequential damages arising from your access or use of this document. E&OE.

First published March 2025. V4. If printed, please recycle the paper.