

3 numbers for *strong sales steering.*

How I tell whether a sales organization is truly being steered.



Forecast deviation
vs. quarter

Good: < 10 %

Alarming: > 20 %

Deviation from the
quarterly result — the
larger the gap, the weaker
the discipline.



Pipe with no
movement > 60d

Healthy: < 20 %

Critical: > 35 %

Stalled deals are often the
earliest sign of weak
steering.



Pipe in prioritized
growth areas

Steering works: > 60 %

Falls flat: < 30 %

In many industrial sales
orgs only 25–35 %.

The pipeline is the most honest mirror.

Not: how much pipeline? But: is it the right pipeline?

FOR YOUR MANDATE



CSO · Head of Sales · BU-Heads



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