CHEAT SHEET

5 REASONS DEALS FALL APART AND HOW TO PROTECT PIPELINE

GONG

For a sales org, there's no such thing as a "good" surprise. Surprises often involve deals slipping, even though sales and RevOps leaders regularly assess pipelines.

Surprises like these come at a steep cost. Missed forecasts and poor quota attainment can not only hamper team morale, but they can also impact revenue growth and overall company performance.

While sales teams can't read minds or tell fortunes, they can build a strategy that minimizes the shock (and the impact) of a deal at risk. By leveraging AI-powered insights, sales leaders can identify slipping deals earlier and take meaningful action before it's too late.

To prevent a deal from slipping, you first have to know the common reasons they do in the first place. Then, learn to wield AI to mitigate risks, prevent lost deals, and improve forecast accuracy.

This guide shows you how — let's dive in.

The reasons deals slip (and how to fix them with AI)

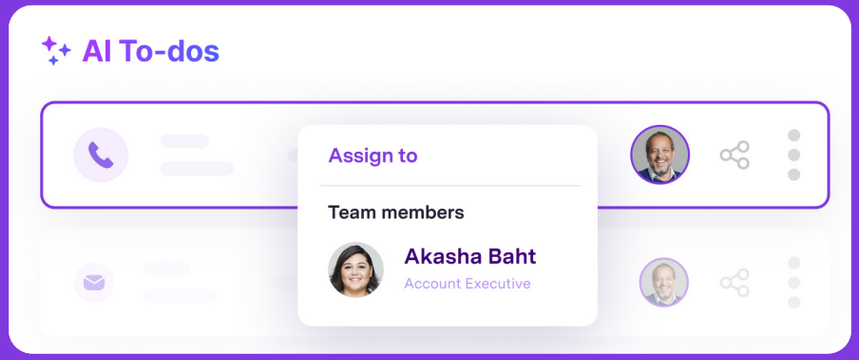
Deals don’t slip for just one reason; a mix of factors is at play. Here are the most common culprits:

#1

Action items slip through the cracks

At any given time, sales reps may have several deals in the works and it can be difficult to remember exact details about each one. Hundreds of interactions across multiple channels, with numerous contacts at each account, create overwhelming complexity for modern sellers. Have we followed up on those calls? Which contact just got back from PTO? Who else did they say needed to be involved in the next call? According to Gong’s State of Sales Engagement Report, 45 percent of sellers have one or more critical action items fall through the cracks each week. But when action items like follow-up emails or tasks are completed, win rates nearly double.

How to fix it: AI to-dos keep deals on track



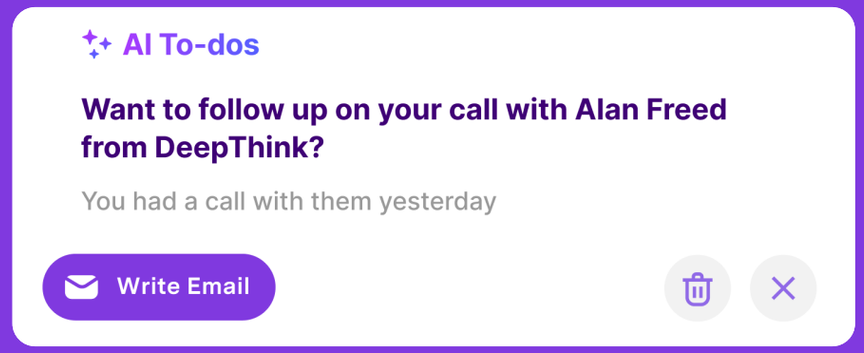
AI To-Dos in Gong Engage ensure nothing falls through the cracks by automatically surfacing follow-up reminders and action items based on deal context. This prevents deals from stalling due to forgotten tasks or human error.

#2

Productivity pressures delay follow-ups

Every deal is a priority, but there are only 24 hours in a day. Reps can't always respond to every message promptly, and delayed follow-ups can cost deals. Gong Labs data shows that 32 percent of the time, reps don't follow up within 24 hours. In high-stakes sales cycles, timely engagement can be the difference between winning and losing.

How to fix it: Generative AI follow-ups save time



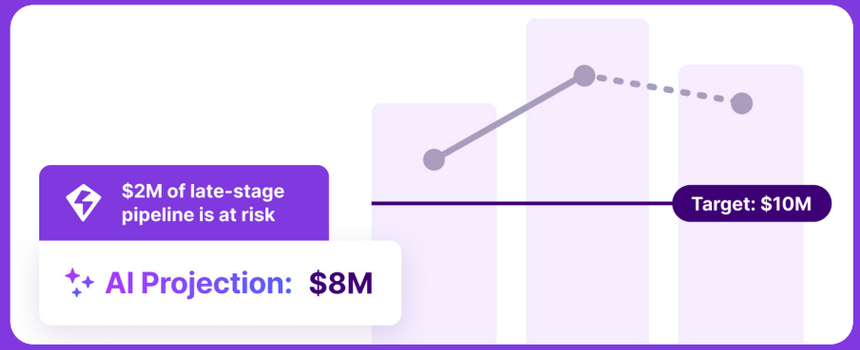
Without AI, reps spend as many as 12 hours each week writing personalized emails. By using generative AI, reps can craft personalized follow-ups in seconds. A personalized email is ready to send with one click, helping reps stay responsive and follow up rapidly without spending extra time drafting messages.

#3

You’re looking at the wrong deal health indicators

Many sales teams rely on traditional deal health indicators, like deal velocity or number of interactions. But fast responses don’t always signal a win — sometimes they signal a “no.” Teams need the right deal health indicators so that frontline managers and leadership can step in in time to help with any deals that may be at risk.

How to fix it: Predictive pipeline inspection



AI-powered pipeline inspection equips RevOps and sales leaders with objective indicators that better identify at-risk deals. By analyzing conversation data, competitor mentions, and prospect responsiveness, AI highlights deals that need immediate attention so teams can take action before it’s too late.

#4

Deal assessments are biased

Sales reps are naturally optimistic. They remain hopeful about deals closing, even when red flags appear. Reps also feel the pressure of quota attainment, making them hesitant to report when a deal is at risk. This creates a distorted view of pipeline health, leading to missed forecasts and last-minute surprises.

How to fix it: AI-driven forecasting for accurate risk assessment

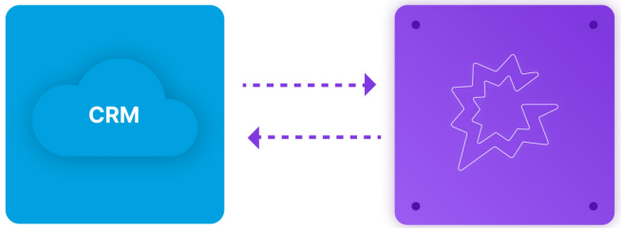
AI-powered deal likelihood scores and revenue analytics objectively assess each opportunity. These insights factor in key indicators, such as prospect engagement levels, sentiment analysis, and historical deal patterns to predict the likelihood of closing more accurately.

#5

CRM blind spots limit forecast accuracy

Forecasting relies on data, but predictions fall apart if that data is incomplete or inaccurate. Manual CRM inputs are prone to bias, and hand-written call summaries often miss key details, especially subtle buying signals indicating whether a prospect is ready to move forward.

How to fix it: CRM sync eliminates manual data entry gaps



AI-powered CRM sync ensures every conversation, email, and key prospect interaction is automatically (and accurately) captured. No more missing details — just a complete, up-to-date picture of every deal.

Less deal risk, greater revenue predictability

Slipped deals don't just affect individual reps — they impact the entire sales organization. Here's why preventing deal slippage is critical at every level.

For sales leaders: Gain a realistic view of pipeline health and a better grasp on forecast attainment, allowing you to report more accurate information to your leadership.

For sales reps: Stay accountable and focused with AI-powered guidance that makes it effortless to send timely follow-ups and close more deals, faster (and crush quota more often).

For RevOps leaders: Achieve more predictable revenue growth by eliminating pipeline blind spots and improving forecast accuracy.

You're already capturing powerful, data-driven insights in Gong. Now take it one step further and gain total control over your forecast in a single, unified platform. Gong Forecast gives you real-time visibility, eliminates blind spots, and aligns your entire revenue team around one accurate source of truth.

SEE IT IN ACTION

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