

2026

Benchmarks Report

State of GTM in 2026

Latest Insights into the Practices and Systems
That Lead to Profitable, Predictable Growth



Pavilion



FULLCAST

Foreword

In my years leading revenue teams, building executive communities, and studying what separates predictable performers from volatile ones, I've learned a simple truth: GTM success doesn't come from doing more. In fact, it comes from doing what matters, consistently, in alignment. The playbooks that once rewarded volume and heroics are breaking down. Rising acquisition costs, more deliberate buyers, and tighter capital markets demand clarity of focus and disciplined execution.

The most efficient organizations are being deliberate about how they're approaching this new environment. They're rewiring how their revenue engines function, aligning people, process, and intelligence into a unified system.

This report doesn't just capture where the market is today. It points to where the most successful teams are already headed. And it serves as a template we can all use to navigate an increasingly uncertain world.

This report makes that shift visible. AI is not a strategy. It's more akin to electricity. It's a necessary and ubiquitous input to helping us make better decisions and expand our scope and impact.

Leaders who design predictable GTM systems grounded in shared metrics and strong governance will compound advantage. Those who don't will find that activity alone isn't enough. The challenge now is not whether AI can accelerate growth but how organizations operationalize AI and related technology to drive outcomes. AI amplifies what's already there; it doesn't create strategy. Leaders who design predictable GTM systems rooted in strong data, aligned teams, and shared outcomes will find the future easier to navigate, not harder.



Sam Jacobs

CEO

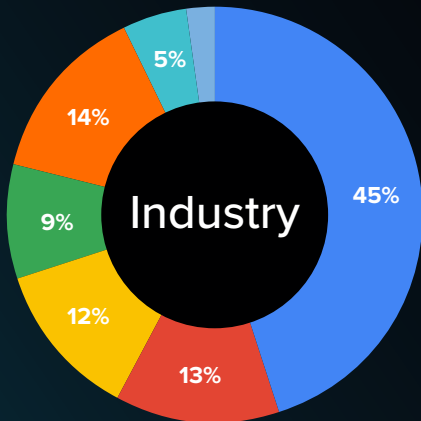


Where the Data Came From

Pipeline & Reps Performance Analysis by **FULLCAST**

361K

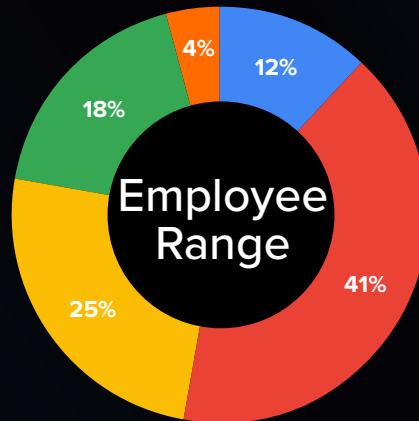
Opportunities
Analyzed



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

\$78B

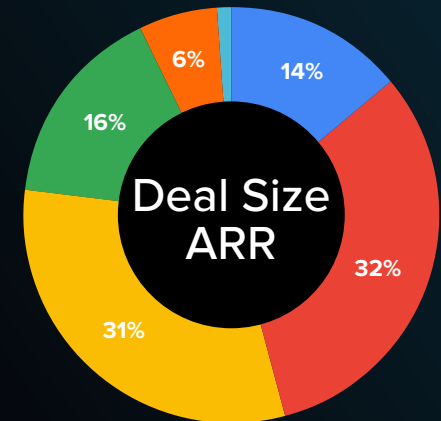
Value of Opportunities
Analyzed



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

2.5K

New Reps
Analyzed



- \$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+

The report is based exclusively on data from 316 companies that have securely connected their CRM systems (Salesforce or HubSpot), mailbox, calendar, and call recording platforms to Fullcast Revenue Intelligence.

Executive Summary



Guy Rubin

MD Revenue Intelligence



The 2026 Benchmark makes one thing clear: Efficient growth is driven by system alignment, not activity volume.

Sales efficiency declined 28% year over year as deal size fell, win rates dropped, and sales cycles lengthened.

Across ICP targeting, routing, pipeline management, ramp, forecasting, and process discipline, the same pattern emerged: Organizations that embedded intelligence into their operating system outperformed those that layered AI onto broken processes.

The data is decisive:

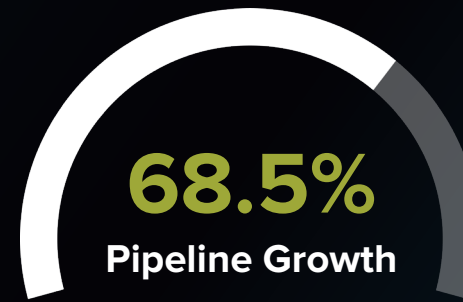
- ICP misalignment reduces win rates by up to 75%.
- Balanced pipelines convert 57% higher than overloaded ones.
- Expertise-based routing increases win rates from 5% to 40%.
- Forecast accuracy improves from 48% to 94% when built on execution discipline.

The throughline is Revenue Orchestration,

a shift from seller heroics to system-led execution, where the right accounts reach the right sellers at the right time, governed by signal instead of intuition.

State of GTM in 2026

Seller Performance



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Your Growth System Is More Powerful Than You Think

Sales efficiency is shaped by multiple interacting forces: deal value, conversion rates, and cycle times. And I understand. It may feel like, over the past years, they have worked against you.

Last year alone, deal values dropped by 11%, win rates fell by 14%, and cycles stretched by 7%. Together, that compounded into a 28% drop in efficiency.


But here is the thing:

A system often disguises its solutions as a problem. And what we believe to be the problem is, in actuality, the solution.

So approach it in reverse. Improve each metric by even a fraction, and the same compounding now starts to work for you. Qualify just a bit better. Tighten the cycle just a bit. Reduce discounting just a bit. None of these alone may move the needle much. But together? They compound!

You are in charge of a spectacularly powerful growth system. And now, for the first time, AI gives you the precision to make those marginal improvements consistently and across every deal, every rep, and every cycle. Operate it the way it was designed to, and it will drive your growth.

Trust the system.

A portrait of a middle-aged man with a shaved head and a goatee, wearing a dark blue button-down shirt and khaki pants. He is smiling slightly and looking directly at the camera.

“**When growth slows, executives look at the pipeline.**
The real issue is the system behind it.”

Jacco van der Kooij

Founder, Winning by Design

State of GTM in 2026

Calculating the Efficiency



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Same AI, Opposite Outcomes. Why?

The 2026 benchmark data shows the market splitting in two, not by industry or company size, but by how organizations deployed AI.

One group focused on leverage. They limited hiring to 17%, closed 7.8% fewer deals, and used AI to improve deal quality, target higher value accounts, and shorten cycles. The result was a 61% increase in revenue per seller. Average deal size rose 44% as they moved upmarket. This is the Efficiency strategy.

The other group focused on volume. They increased headcount by 38% and used AI to flood the top of the funnel. Pipeline grew 72%, and closed deals increased 31%. Yet revenue per seller fell 26%, and average deal size declined 6%. This is the Volume strategy.

Both groups implemented AI. Both grew pipeline. The difference was what they optimized for. One optimized for output per seller. The other optimized for activity per seller. The revenue efficiency gap between them is now 87%.

AI accelerates your existing strategy. If you prioritize volume, it scales inefficiency. If you prioritize precision, it compounds advantage.

“

Technology doesn't give you an edge. It reveals whether you ever had one.

AI is a spotlight. If you're crystal clear on where you win, it sharpens the blade. If your segmentation is fuzzy and you treat seller time like it's unlimited, it just scales the chaos.

Automation doesn't fix confusion. It compounds it.

Real advantage is built the unsexy way with ruthless focus and consistency. Put your best people where conviction is highest. Design systems enable the buying journey instead of rewarding motion. Activity is easy. Precision is rare.

Scale is a multiplier. And multipliers don't care what they multiply. If the inputs are weak, you just get bigger problems.

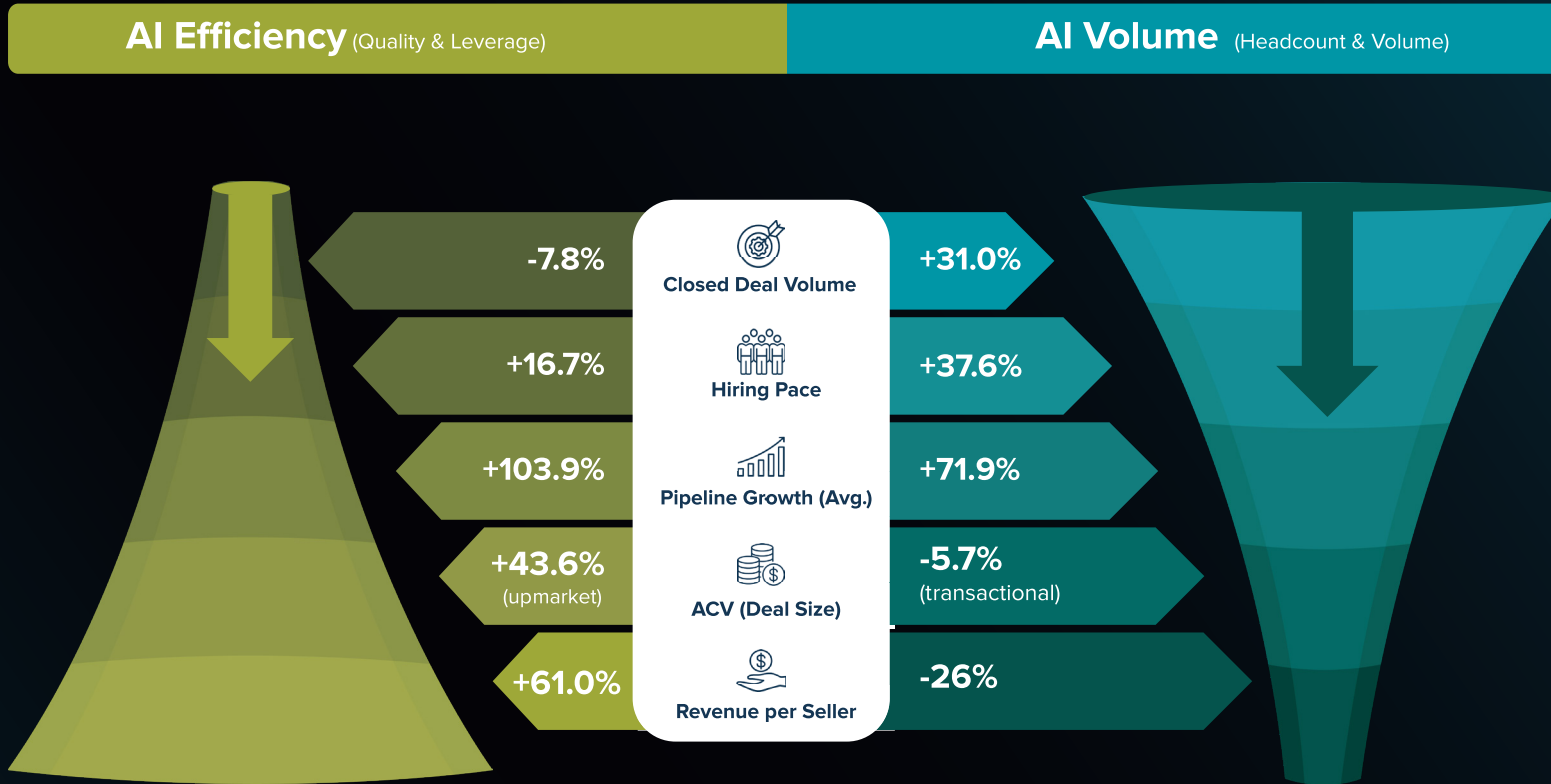
Cliff Simon

CEO, Polaris Ops



Two Ways to Use AI

Only One Wins



Efficiency compounds margin. Volume compounds cost.



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What's the Impact of an Unbalanced Pipeline?

Most sales cultures operate on a simple assumption: A bigger pipeline is always better. The data proves otherwise.

Sellers managing oversized pipelines close at 0.87x win rates. Sellers with balanced pipelines close at 1.37x. That is not a small difference. It is a material performance gap driven purely by workload design.

The reason is straightforward. Overloaded reps are spread too thin. Relationship strength drops to 0.56x compared to 1.36x for balanced sellers. Multithreading declines from 1.14x to 0.95x. Reps may appear active in more deals, but they are deeply engaged in fewer. Opportunities receive surface-level attention instead of the coordinated engagement modern buying committees require.

Pipeline vanity metrics create hidden drag. Every excess opportunity does not just sit idle. It reduces the quality and probability of the deals around it.

The solution is not adding more headcount to manage overflow. It is precise routing and disciplined capacity design so each seller carries a portfolio they can realistically convert.

“

CARLYLE

Pipeline as a pure volume metric is a false economy.

Across portfolio companies, we often see increased pipeline creating the illusion of coverage while quietly eroding execution. There is only so much time and attention a rep, and the wider company, can give to each opportunity. As volume increases, focus and capacity per deal weaken, conversion drops, and forecast reliability declines.

That has enterprise value implications. Inflated pipeline without a deliberate focus on the quality will almost inevitably lead to lower conversion. Being forever busier is not a strategy for growth.

Top-performing organizations prioritize quality pipeline metrics as a prerequisite to volume, ensuring they build the right kind of pipeline required for sustainable growth.

In this market, disciplined attention compounds value. Activity alone does not.

Mike Slater

CRO & PE Partner,
The Carlyle Group



Overloaded Pipelines Cost You

57% in Win Rate

Sellers with Too Large Pipe

VS

Sellers with Balanced Pipe

0.87x



1.37x

Win Rate

0.56x



1.36x

Average Relationship Score

0.95x



1.14x

Multithreading



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How Fast Can AI Get Your Reps to Full Productivity?

Ramp time is one of the most expensive costs in sales, yet it rarely appears clearly on a P&L. Every month a new hire operates below quota represents fully loaded expense with limited return.

The data shows that AI-enabled teams ramp 32.7% faster. Productivity starts earlier, compounds faster, and stabilizes sooner than in traditional teams. The performance gap opens in the first few months and continues through the first year.

AI removes much of the work that historically slowed new reps down, including account research, outreach drafting, CRM updates, and call preparation. The heavy learning phase that once dominated early ramp compresses significantly, allowing reps to engage in meaningful customer conversations much sooner.

Previous generations spent months learning before producing. AI-enabled reps learn by doing. They enter live deals earlier while AI handles the preparation that once consumed their first critical weeks.

AI-Enabled: Leverages AI tools (e.g., role-play, call coaching) to accelerate rep onboarding and ramp.

Non-AI-Enabled: Relies on traditional methods (e.g., classroom training, shadowing, static playbooks) to ramp reps.

“

Even optimal sales organizations should be turning over 10–15% of their sellers each year. Underperforming teams should be even higher than that. Therefore, any team of scale needs to make hiring and onboarding a core competency.

The smartest teams today are leveraging AI to speed up ramp. AI tools like Fullcast can help managers quickly diagnose the biggest gaps per report and target coaching and training to those gaps. This accelerates development, increases team yield, and shortens ramp.

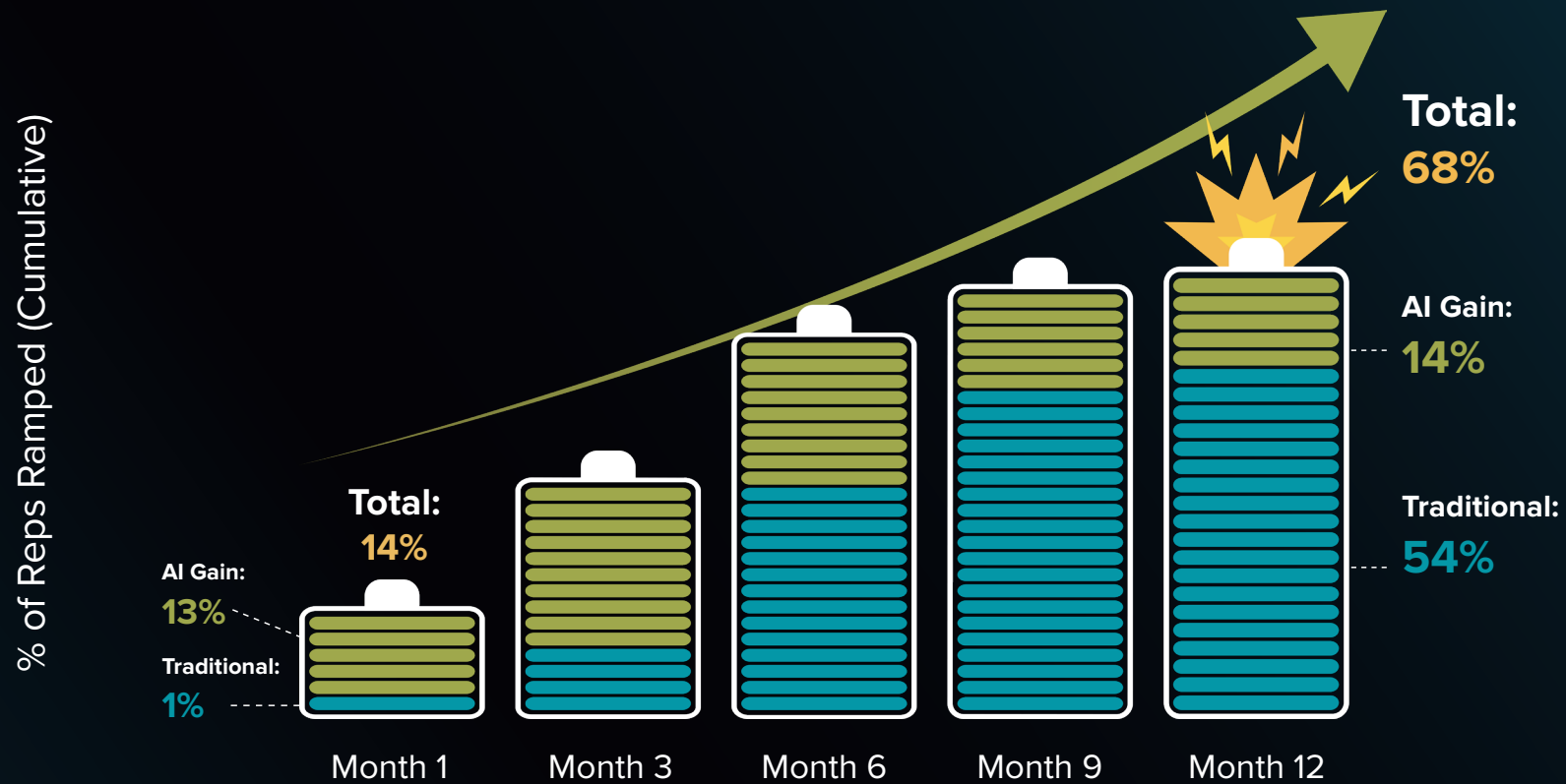
Matt Gallagher

CRO, Hg Capital



AI-Enabled Team Ramp

32.7% Faster



* Ramp speed is defined as the time it takes for a rep to achieve 80% of their quota.



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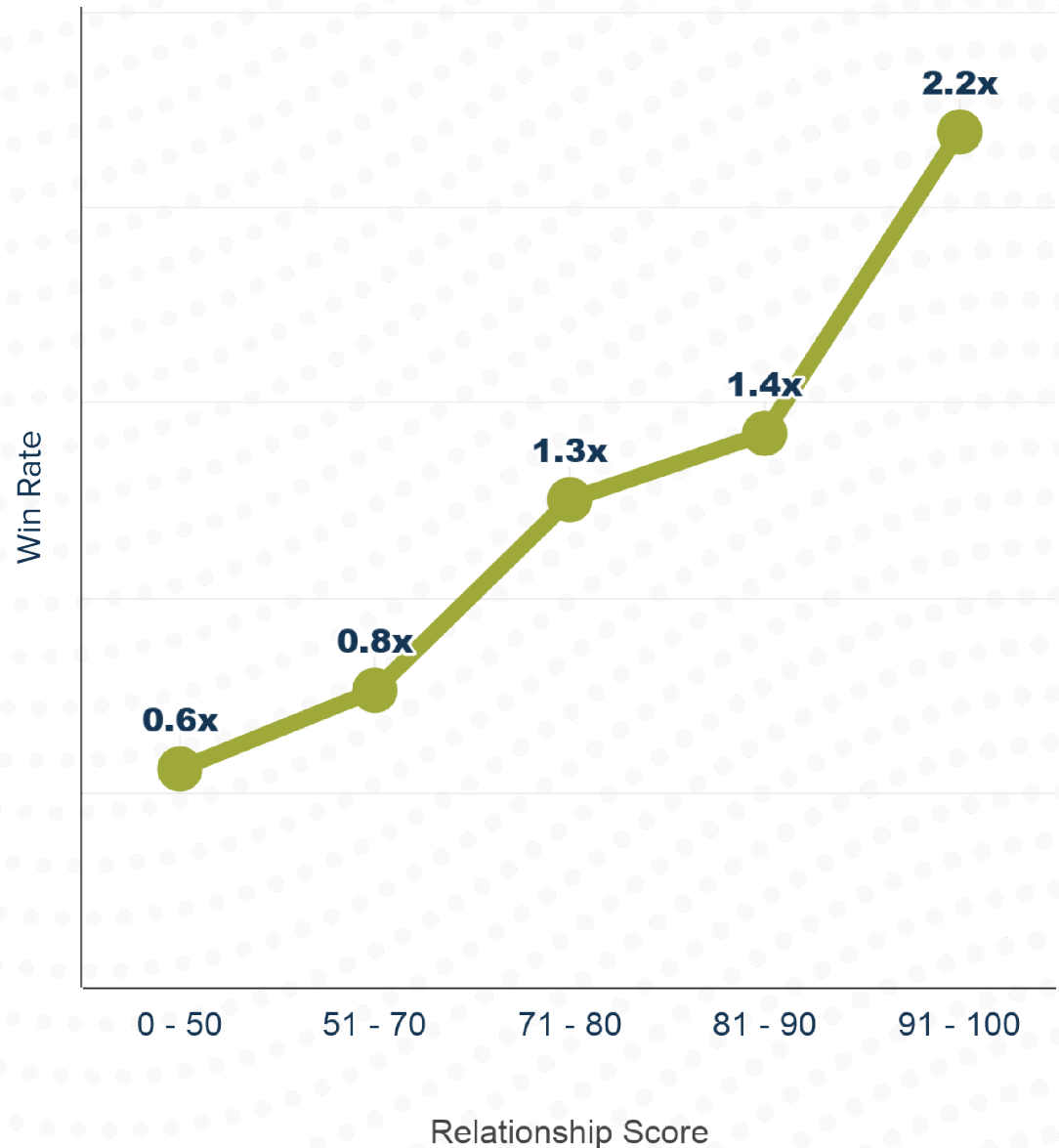
What Still Wins Deals in an **AI-Driven Market?**

AI can research accounts, draft outreach, score leads, and accelerate ramp time. It is automating the tasks that once consumed 79% of a seller's day. As that administrative layer disappears, the data shows what truly separates wins from losses: the depth and breadth of human relationships.

Buying committees now include 10 to 15 or more stakeholders in a typical B2B deal. In this environment, single-threaded opportunities rarely close. Win rates rise from about 0.2x with one relationship to 2.6x with 10 or more.

But more contacts alone do not win deals. Each stakeholder brings different priorities, risk concerns, and decision criteria. Finance evaluates cost and return. Security assesses risk. End users care about usability. Executive sponsors focus on strategic impact. Converting a contact into an advocate requires understanding what matters to each persona and engaging them accordingly.

This is where AI and human judgment create leverage together. AI can map the buying committee, surface coverage gaps, and tailor messaging to each persona at scale. Sellers can then focus their time on the high-value conversations that build trust, align stakeholders, and move decisions forward.



Deals with 6+ Stakeholders

Win at 3.9x the Rate, and Buying Committees Are Still Growing



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Is Pipeline Being Built Where It Actually Converts?

Most GTM teams can tell you which ICP segments generate the most pipeline. Far fewer can tell you which segments actually convert. The gap between volume and conversion is where revenue leaks.

The imbalance is clear. Sixty percent of pipeline is concentrated in oversaturated segments with diminishing returns. High-converting segments receive just 10% of coverage despite strong performance. Another 17% sits in inefficient segments where spend outpaces results. Only 13% of pipeline is truly balanced, where volume and conversion align.

This is a targeting failure. In our research with 118 CROs, 63% reported little or no confidence in their ICP. That means most organizations are investing millions in pipeline based on assumptions they do not fully trust.

When marketing optimizes for volume and sales works for whatever enters the funnel, investment naturally shifts toward crowded, low-efficiency segments. The segments that actually convert are left underfunded. Without disciplined, data-driven targeting, growth becomes expensive and unpredictable.

“

The biggest targeting mistake is not a lack of demand. It is confusing engagement with intent. When ICPs are based on past wins or basic firmographics, pipeline fills with accounts that may click, download, or take meetings, but rarely buy. The result is activity without conversion. Over time, the waste compounds.

ICP defines the type of company that is structurally a good fit. But fit alone is not enough. Signals such as executive job changes, relevant website activity, G2 engagement, and meaningful social interactions indicate something more important: not just fit, but a concrete and timely need.

High-performing organizations treat ICP as a working hypothesis. They analyze conversion data continuously by segment, persona, and buying trigger, and adjust focus before performance declines.

Targeting is not a marketing tactic. It is a strategic decision about where to allocate capital, time, and attention.

Kfir Pravda

CEO, PMG



Misaligned ICP Targeting Dilutes Win Rates by **Up to 75%**



Priority Gap Index (PGI) = Volume Rank – Conversion Rank.
Positive = Over-Indexed by Marketing. Negative = Under-Indexed Despite Strong Conversion.



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Are Deals Assigned to the Right Sellers to Maximize Expertise?

Every sales team has specialists hiding in plain sight.

When the same rep's win rate swings from single digits to over 40% depending on the segment, that is not a performance issue. It is a routing issue. The organization pays twice. First in the deal that is lost. Second in the deal that was never won because the right rep never had the opportunity.

Most routing models are still built on territory, account size, or round-robin distribution. None of those factors account for where a seller actually wins. Orchestration changes the equation. It analyzes historical win patterns by rep, segment, and persona, then routes each opportunity to the seller with the highest probability of success. It improves over time by learning from every outcome.

The opportunity is already in the system. The expertise is already on the team. Revenue Orchestration is the mechanism that connects the two and turns hidden advantage into predictable performance.

“

Revenue performance is ultimately a talent allocation question.

Most organizations assume variability is individual. In reality, it's systemic, shaped by how capabilities, coverage models, and buyer complexity intersect. When those dynamics aren't intentionally designed, performance becomes uneven and unpredictable.

High-performing revenue engines make expertise visible. They understand where strengths translate into economic advantage and align capacity accordingly.

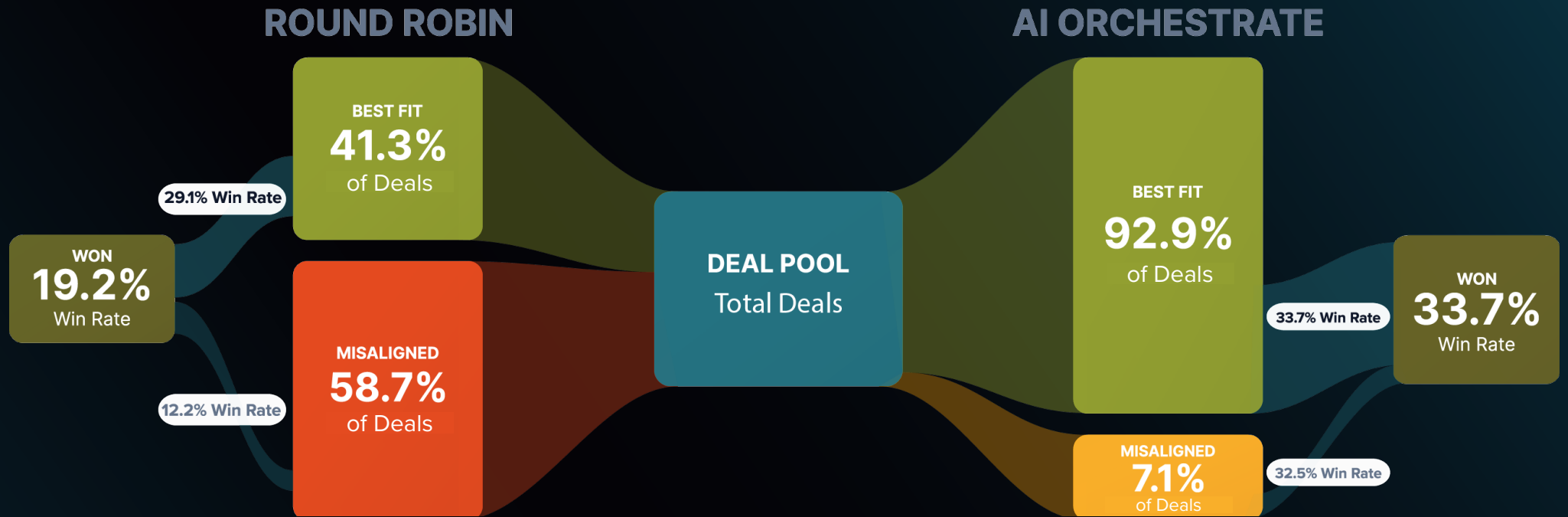
Sustainable growth doesn't come from hiring more talent. It comes from architecting how talent creates value.

Alan Morton

Managing Director,
SBR Consulting



AI Orchestrate Routing **Increases Win Rate by 76%**



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Is the Pipeline Optimized for Volume or for Value?

The economics of deal size are non-linear. Large deals don't just bring more revenue. They bring 6.4x more sales efficiency than small ones. Yes, large deals take longer to close. But the ACV more than compensates; the efficiency multiplier isn't even close.

Yet large deals represent less than 10% of total pipeline volume. The overwhelming majority of selling effort is directed at smaller opportunities where the return per cycle is a fraction of what a larger deal delivers.

This connects directly to the AI-Efficiency model. The cohort that grew revenue per seller by 61% didn't do it by closing more deals. They closed 8% fewer. What they did was move upmarket, concentrating effort on larger opportunities where the efficiency multiplier compounds. Fewer deals, higher value, dramatically better unit economics.

The strategic implication isn't that small deals don't matter. It's that pipeline composition matters as much as pipeline volume. An organization with 500 deals averaging \$20,000 and one with 200 deals averaging \$80,000 may report similar pipeline coverage. Only one of them has the efficiency economics to scale.

Most organizations treat pipeline optimization as a volume problem. In reality, it's a systemic design challenge.

Revenue leakage, whether through misaligned segment focus, inconsistent execution, or poor data integrity, isn't solved by adding more opportunities. It's solved by understanding which opportunities drive true economic return and then aligning capacity, incentives, and execution frameworks around them. RevOps isn't a support function: It's the connective architecture that reveals where value actually resides and where it doesn't.

When you engineer your lead-to-cash system to prioritize segments that convert efficiently and scale sustainably, the entire revenue engine becomes more predictable and resilient. That's the difference between activity and value.

Tanja Mitchell

Co-Founder & CEO, RevQore



Large Deals Are 6.4x More Efficient



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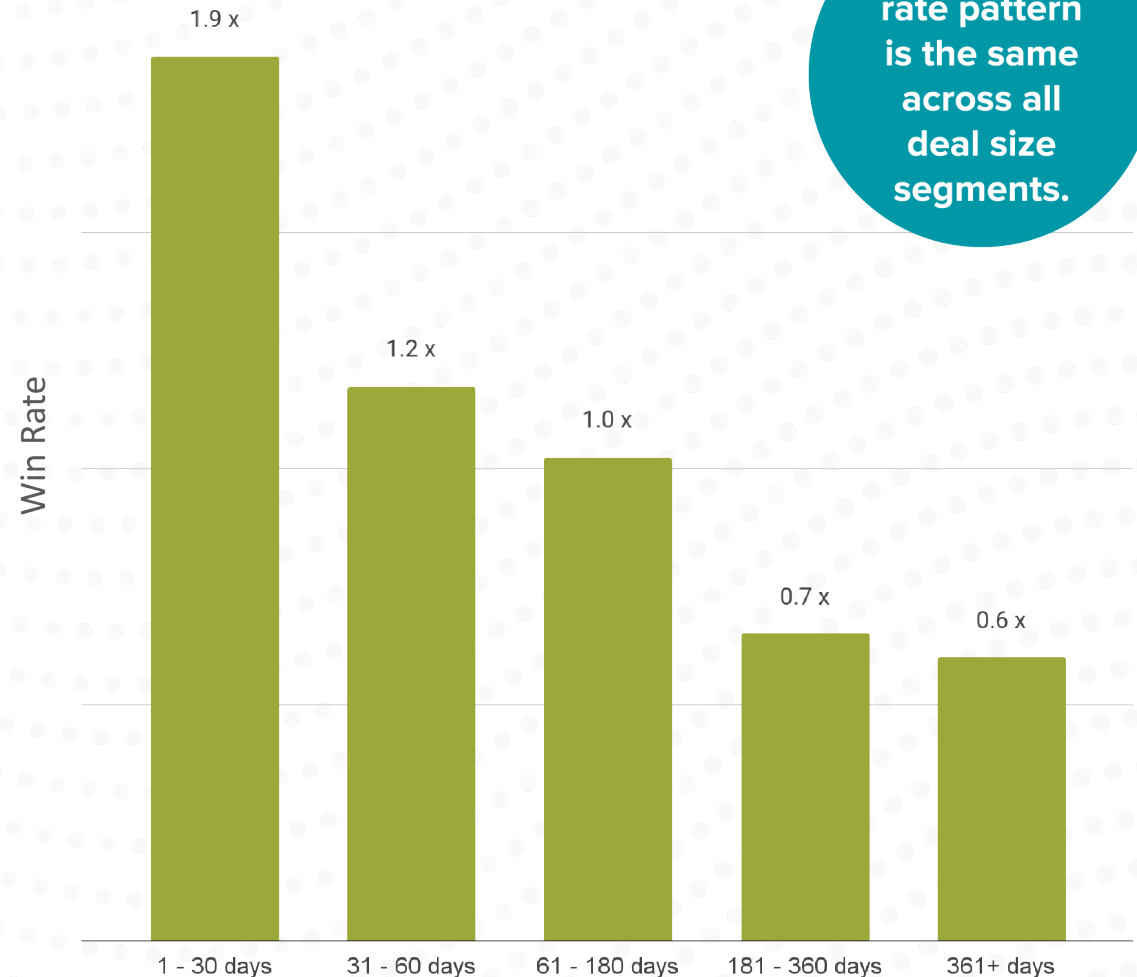
How Long Before a Stalled Deal Becomes a Sunk Cost?

Deal momentum is the clearest predictor of outcome—and the most ignored. Across every segment, lost deals take 2.0x longer to close than won deals. That gap isn't just wasted time. It's months of selling capacity, forecasting noise, and pipeline coverage that exists on paper but will never convert.

Reps hold deals because dropping them feels like admitting failure. Managers keep them because removing pipeline creates a coverage gap. The result is a portfolio bloated with opportunities that passed their window months ago.

This is one of the highest-value applications of AI in deal execution. An orchestration engine that tracks velocity, engagement patterns, and stage progression can flag the moment a deal stalls relative to its expected timeline. The shift isn't about working harder on struggling deals. It's about redirecting capacity toward the ones that are still alive, where effort compounds instead of decaying.

Every day spent on a deal past its inflection point isn't just unproductive. It's actively expensive, because somewhere else in the pipeline, a winnable deal isn't getting the attention it needs.



This win rate pattern is the same across all deal size segments.

Lost Deals Consume 2.0x More Selling Days Than Winners



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Is the Sales Pyramid Still the Right Shape?

The traditional sales organization was built on a clear division of labor. SDRs generated pipeline, and a larger group of AEs closed it, typically at a 1:2 or 1:3 ratio. That model is changing. AE headcount grew 32.1%, while SDR headcount increased just 3.2%, signaling a structural shift.

The sales org is moving from a pyramid to a diamond. At the base, a smaller hybrid layer of SDRs and AI agents handles high-volume tasks like prospecting, qualification, and data entry. AI provides scale and speed, while humans apply judgment and nuance. The middle layer expands as AEs evolve into orchestrators, managing AI-driven workflows alongside complex deal execution. Leadership at the top remains focused on strategy, alignment, and vision.

As the SDR role compresses, so does the industry's historical training ground. Development is shifting away from repetition and activity volume toward AI fluency, systems thinking, and decision quality. Coaching is no longer just observational. It is augmented and accelerated by data and AI-driven insight.



Most go-to-market organizations operate like handcraft workshops: talented people, heroic effort, inconsistent output. When AI enters the system, the constraint shifts. It's no longer "How much work can we do?" It becomes "How well is the work designed?"

That's why process must precede AI. If decision sequences are unclear—what defines value, what proves progress, what triggers allocation—AI won't fix the system. It will scale the noise.

The winners will treat revenue as architecture: explicit rules, measurable signals, repeatable throughput. The real advantage isn't automation: It's decision integrity.

AI amplifies. Architecture differentiates.

Sandy Robinson

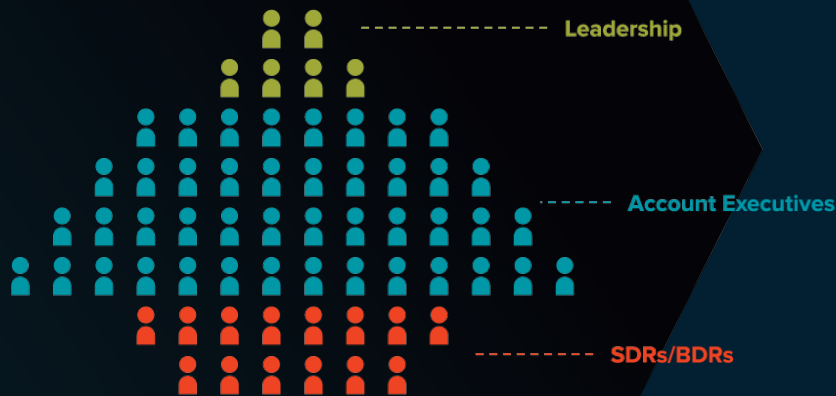
VP of RevOps, Quavo



SDR Hiring Has Flatlined While AE Headcount Surged 32%

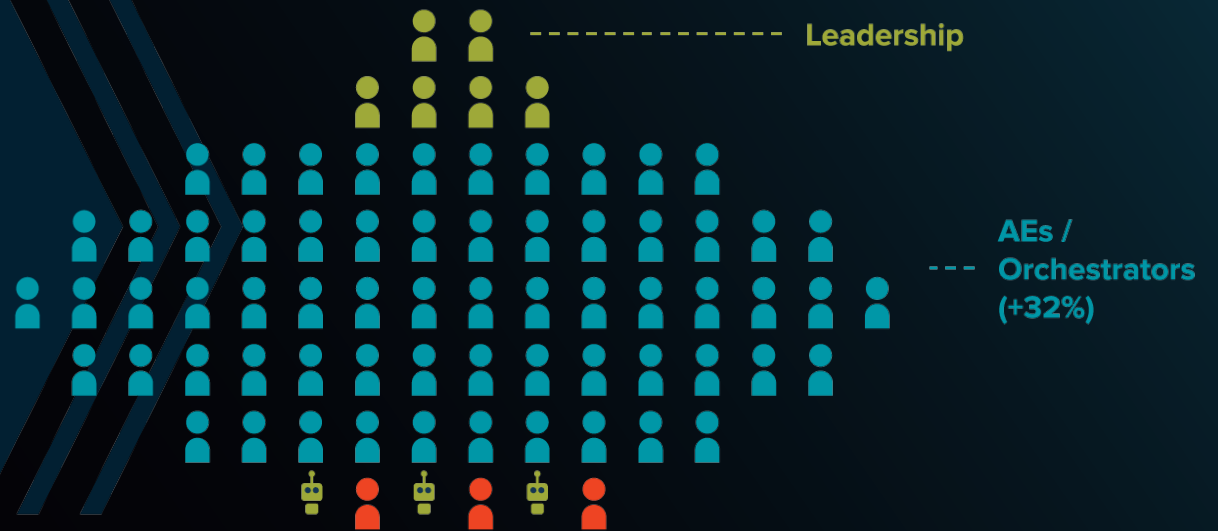
The Pyramid

Traditional Sales Org



The Diamond

Orchestrated Revenue Team



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Why Are the Most Critical Stages **the Most Skipped?**

A sales process only works if it is followed. This benchmark shows that more than half of deals bypass critical early stages. Fifty-nine percent skip qualification and discovery, and 52% skip solution validation. These are not administrative steps. They are where true qualification happens and the foundation of the deal is set.

The stages most often skipped are the ones that require discipline and lack system enforcement. Without clear entry and exit criteria tied to buyer evidence, reps advance deals before they are ready. The pipeline appears to be moving forward, but the underlying commitment is weak.

Orchestration changes this dynamic. When stage progression requires documented buyer actions before a deal can advance, skipping becomes far more difficult. AI can flag deals that move forward without the signals that predict success, exposing risk before it contaminates the forecast.

The cost of skipping stages surfaces later in slipped deals, heavier discounting, and post-sale churn that traces back to discovery conversations that never happened.

“

Revenue performance isn't limited by effort: It's limited by system design.

As organizations scale, relying on individual judgment creates variability and fragile outcomes. Durable growth requires engineered discipline: clear decision architecture, embedded accountability, and feedback loops that correct execution before results deteriorate.

The strongest companies don't depend on heroics. They build operating systems where quality execution is predictable.

That's what separates momentum from mastery.

Anthony Enrico

CEO, LeanScale



Over Half of Deals **Bypass Critical Early Stages**

Qualification

59%
Skipped

Discovery

38%
Skipped

Alignment

52%
Skipped

Proposal

40%
Skipped

Negotiation

25%
Skipped



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Forecast accuracy isn't a modelling issue: It's an organizational design issue.

When Sales, Marketing, and Customer Success operate with misaligned incentives and inconsistent definitions of progress, the forecast becomes a reflection of internal bias rather than buyer reality.

Predictability emerges when the revenue engine is architected as a unified system, with shared metrics, disciplined stage governance, and leadership accountability across the full lifecycle.

Technology can report outcomes. Only alignment can produce them.

Warren Zenna

Founder, The CRO Collective



Why Doesn't Better Technology **Fix** Forecasting?

Forecast accuracy is not a modelling problem. It is an operating system problem. A 48% accuracy rate at week two means more than half of committed pipeline either slips, shrinks, or disappears. The instinct is to fix the forecast with more fields and smarter models. But better math cannot compensate for inconsistent execution.

The data makes this clear. The issue is not the model. It is thin pipeline coverage that forces heroic forecasting, stage definitions based on rep confidence instead of buyer evidence, and CRM data that reflects administrative compliance rather than deal reality.

What actually improves accuracy is fixing the system behind the number. That means ICP-aligned pipeline with enough maturity to convert, qualification based on documented buyer actions, clear deal momentum signals that surface stalls early, and forecast governance that rewards accuracy over optimism. These are not forecasting upgrades. They are execution disciplines.

When AI-enabled forecasting is built on this foundation, accuracy rises to 94% from week one. Not because the model predicts better, but because the system reflects reality sooner. The forecast does not get smarter. The operating system does.

48% Week-2 Forecast Accuracy
Exposes an Execution Gap,
Not a Model Gap

52%
Slips, Shrinks,
Lost



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Why Does the Highest-Activity Channel Deliver the Lowest Return?

The efficiency gap between pipeline sources is significant (nearly seven times from highest to lowest). Yet most organizations still allocate budget and headcount based on volume rather than return.

The root cause is incentive misalignment. Marketing is measured on leads, BDRs on meetings, and sales on revenue. Each function optimizes for its own metric while the overall system underperforms. BDR outbound is the clearest example. It ranks among the lowest in efficiency in the benchmark yet often contributes a large share of total pipeline volume. When incentives reward meetings instead of outcomes, the result is a calendar filled with low-quality appointments that consume AE capacity and collapse in later stages.

AI now makes this visible in real time by scoring pipeline sources based on efficiency rather than volume. It exposes where investment produces revenue and where it only generates activity. The solution is aligning incentives around shared revenue outcomes so every function is accountable for what converts, not just what it creates.

“

Sales channel underperformance is often caused by misaligned incentives, not a lack of leads or skill set.

When employees are rewarded for activity—like having more meetings or growing the pipeline rather than outcomes—they focus on being busy instead of being effective.

To ensure predictable growth, it is important to align incentives around the outcomes you want to achieve—multiyear deals, multiproduct attach rate, etc.

Effective sales performance is achieved through careful design of behavior as well as process discipline.

Pete Shelton

CRO, Fullcast



Misaligned BDR Incentives Produce 6.8x Less Efficient Pipeline

*Sales Efficiency = Win Rate * ACV / Sales Cycle



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The 2026 benchmark highlights a systems problem, not an effort problem.

Revenue engines are fragmented, with planning disconnected from execution, intelligence separated from allocation, incentives misaligned with outcomes. That fragmentation quietly erodes velocity.

As the first AI-native revenue platform, we embed intelligence into annual planning, territory design, and sales performance, orchestrating the entire GTM system as one engine.

Velocity compounds when alignment is engineered from the start.

Ryan Westwood

CEO, Fullcast



Conclusion

Every insight in this report points to the same underlying issue. **The constraint** is not effort. It is not technology. It is **misalignment**. Revenue engines are fragmented, with planning disconnected from execution, incentives disconnected from outcomes, and data disconnected from decision-making.

The organizations that outperformed in 2026 did not stumble onto a better playbook. They redesigned the system. They replaced ad hoc execution with orchestrated workflows. They replaced intuition with real signals. They stopped rewarding activity and started engineering for efficiency. The seller did not become obsolete, but the role evolved. Systems now manage scale and allocation. Humans focus on judgment, relationships, and high-value decisions.

This is the shift from insight to orchestration. Dashboards do not create performance. Aligned operating systems do. AI does not fix broken processes. It amplifies whatever foundation exists. When alignment is engineered across targeting, routing, pipeline design, stage governance, and forecasting, performance compounds.

The advantage gap is widening. The data is conclusive. Revenue Orchestration is no longer optional. The only strategic question is how quickly you can build it.

Make Revenue Predictable with Revenue Insights as a Service

Fullcast's Revenue Insights as a Service (RlaaS) helps organizations unlock their full revenue potential with data-driven intelligence:

- ✓ **ICP Analysis** – Quantifies your true ideal customer profile based on conversion strength, ACV, and sales efficiency—not assumptions.
- ✓ **Win/Loss and Benchmark** – Uncovers the key signals and highlights what top performers are doing, so all sellers can replicate best practice.
- ✓ **Seller Coaching** – Identifies who needs support and in what areas to deliver targeted coaching to maximize impact.
- ✓ **GTM Process Optimization** – Pinpoints bottlenecks and inefficiencies in the GTM processes.

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At Fullcast, we help revenue teams sell better with the **industry's first end-to-end Revenue Command Center.**

Behind these reports is the team that builds the platform powering territory design, quota planning, lead routing, commissions management, business intelligence, and more. The Fullcast product suite helps you sell better, from plan to pay.

Meet the people and the platform that make these insights possible and see how Fullcast helps revenue teams turn data into smarter decisions and better results.



If you want to find out how your team compares to the benchmarks and discuss how you can increase quota attainment, **book a meeting with our team at Fullcast.com.**



Built for GTM Operators Carrying the Weight

Pavilion is where go-to-market leaders go to pressure-test decisions, build cross-functional clarity, and operate with more confidence when the stakes are high.

Our VP+ and C-suite members span all across GTM: sales, marketing, CS, RevOps, and partnerships. They are accountable for the growth of the business and own the number.

Members gain access to the following:

- **Career Leverage** — Comp and negotiation frameworks, plus exclusive opportunities through trusted operators
- **Operator-Led Learning** — Quarterly live programs built by leaders doing the work today to keep you sharp in your role and the market
- **Benchmarks That Matter** — Data to shape org design, comp plans, and GTM models
- **A Network You Can Use** — Peer connections, in-person chapters, and ecosystem access

Pavilion is built for operators who need backup. We exist to make GTM leaders sharper, more credible, and more aligned across the business.



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