

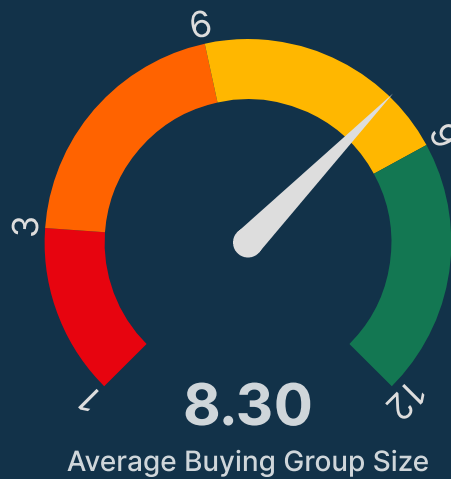
Your average buying group size across closed won deals is **8.30**.

You have a mid-sized buying group which warrants an account based strategy as you have a number of key decision makers who need to be aligned.

If you haven't already, it's worth engaging the marketing and sales team to start an account based focus.



## Is an account based strategy right for your business?



- 9-12+ Yes, absolutely!
- 6-8 Yes!
- 3-5 If the deal size and growth in the account is right, then yes
- 1-2 Typical of a transactional sale, and indicates that an account-based approach is not required

Your average buying group number should help you in two ways.

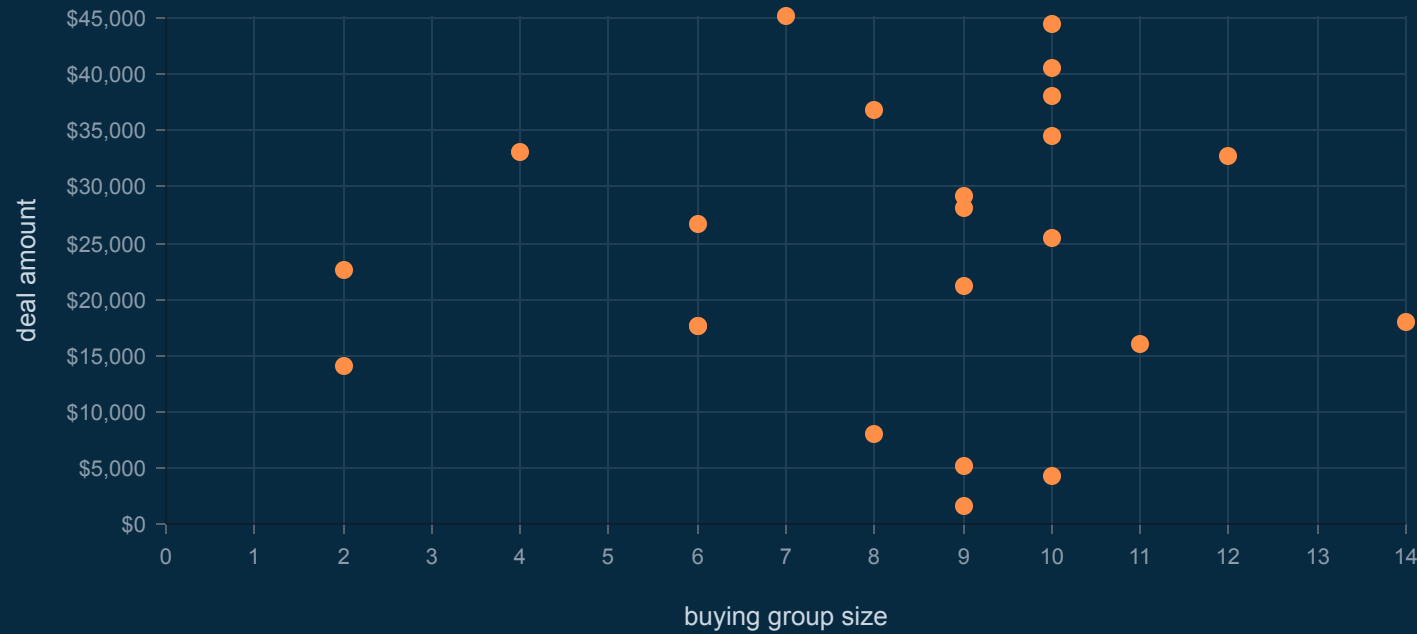
If your company hasn't yet taken an account based strategy, then let this number guide you on whether it's right for your business.

If you already have an account based strategy then this number should provide you with a benchmark. Going forward you can use this number during deal reviews with your team.

## A deeper dive into your buying groups...

- 1. Deal Amount vs Buying Group Size**  
Do your largest deals have the largest buying groups?
- 2. Buying Group Sizes for Closed Won Deals**  
Do most of your closed won deals have larger buying groups?
- 3. Top Closed Won Deals by Amount**  
Do your most valuable deals have the largest buying groups?
- 4. Average Buying Group Size by Pipeline Stage**  
See how many people are engaged at each pipeline stage
- 5. Buying Group Size: Closed Won vs Closed Lost**  
Are you losing deals because the full buying group has not been engaged?
- 6. Associated Contacts vs Engaged Buying Group**  
Have you engaged all the contacts for these deals?
- 7. At Risk Deals by Buying Group Size**  
Find live deals that are at-risk due to a below average buying group size

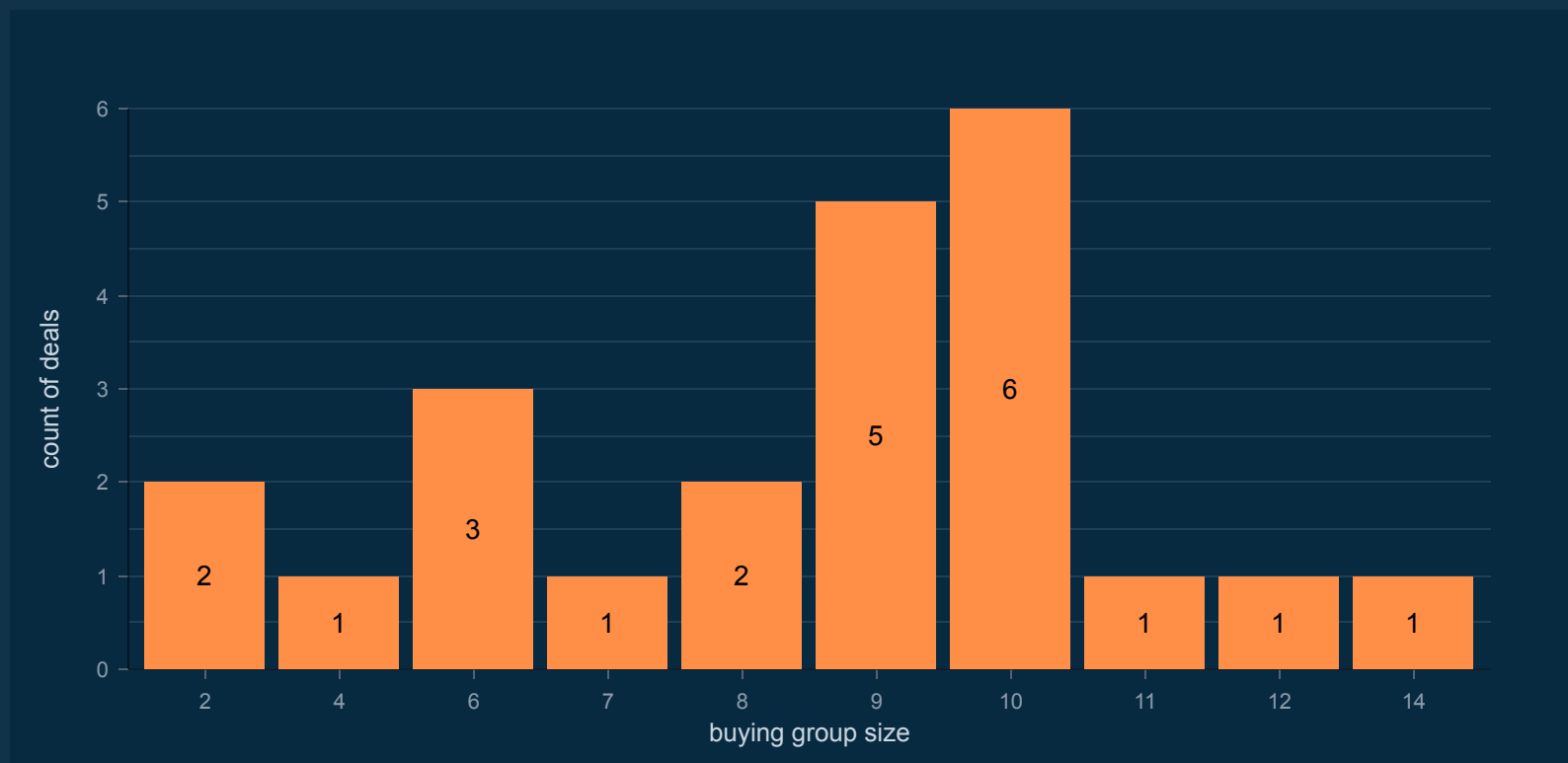
## Deal Amount vs Buying Group Size



If you have some outlying large deals with large buying groups then an account based strategy on some targeted accounts could be right for you.

The larger the deal size, often the more complex and larger the buying group becomes. If you spot any anomalies then dig into those particular deals.

## Buying Group Sizes for Closed Won Deals



## Top Closed Won Deals by Amount

Deal Name	Deal Stage	Amount	Buying Group Size
Luetngen, Corwin and Stiedemann Deal	Closed Won	\$45,220.00	7
Yost - Green Deal	Closed Won	\$44,460.00	10
O'Keefe - Wyman Deal	Closed Won	\$40,630.00	10
Greenfelder and Sons Deal	Closed Won	\$38,080.00	10
Mills - Nicolas Deal	Closed Won	\$36,890.00	8
Ryan Group Deal	Closed Won	\$34,560.00	10
Ullrich LLC Deal	Closed Won	\$33,150.00	4
Price, Ratke and Sporer Deal	Closed Won	\$32,700.00	12
Cormier and Sons Deal	Closed Won	\$29,280.00	9
Kassulke - Rippin Deal	Closed Won	\$28,160.00	9

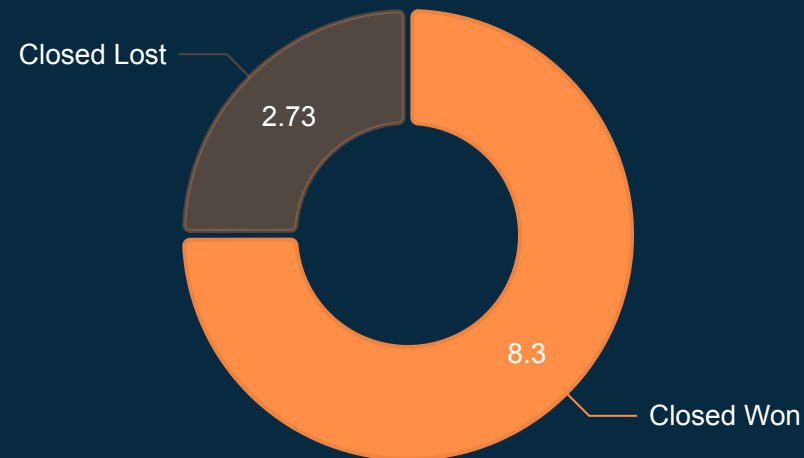
## Average Buying Group Size by Pipeline Stage

Deal Stage	Deal Count	Average Buying Group Size
Welcome	28	7.57
1 - 2 OrgCharts	32	7.03
PQL - 3 Plus OrgCharts	19	6.95
Payment link	13	9.85
Read only	15	11.47
Closed Won	23	8.30
Closed Lost	10	3.00

This analysis should give you insight into how the stakeholders engage as they move through your pipeline.

If you are seeing a big difference between your closed won and closed lost, this is an indicator that you may not have engaged the whole buying group in the lost deals.

## Buying Group Size: Closed Won vs Closed Lost



If you are seeing a big difference in the buying group size between your closed won and closed lost deals then this may suggest that you didn't engage enough of the buying group to win the deal.

Going forward you should look to apply your average buying group size for closed won deals against your deals going through the pipeline. If you are considerably under your average then the deal could be at risk.



## Associated Contacts vs Engaged Buying Group

Deal Name	Deal Stage	Amount	Associated contacts	Buying Group Size
Denesik Inc Deal	Read only	\$152,820.00	20	14
Satterfield Group Deal	Read only	\$146,370.00	19	12
Tromp - Carroll Deal	Read only	\$120,000.00	18	10
Von Inc Deal	Read only	\$113,730.00	19	12
Koch - Murphy Deal	Read only	\$96,900.00	19	14
Thompson, Labadie and Padberg Deal	Payment link	\$87,750.00	17	12
Ankunding - Satterfield Deal	Payment link	\$84,480.00	18	14
Kunze - Hyatt Deal	Payment link	\$82,350.00	17	12
Corkery LLC Deal	Payment link	\$66,720.00	18	14
Orn Inc Deal	Payment link	\$56,700.00	17	9

The engaged buying group number is calculated via interactions between your sales team and the contacts. The associated contact number is all of the contacts you have associated with the company. This comparison is helpful as it should help you identify those opportunities that may need more attention, look out for large differences.

eg) Associated contacts: 25 , Engaged contacts 4. This would suggest that there are some individuals that need engaging out of the 25 in order that you can establish the full buying group. They got into your CRM somehow, they need further investigation as they may play key roles.

## At Risk Deals by Buying Group Size

Deal Name	Deal Stage	Amount	Associated contacts	Buying Group Size
Lehner LLC Deal	Payment link	\$9,030.00	9	5
Little LLC Deal	Payment link	\$3,150.00	7	6
Balistreri - Barton Deal	Payment link	\$5,220.00	8	6
Wiza, Bauch and Bailey Deal	Payment link	\$54,600.00	15	7
Mueller, Green and Legros Deal	Read only	\$17,820.00	11	7
Lesch Group Deal	Read only	\$14,850.00	11	7
Upton - Beer Deal	Read only	\$9,360.00	10	8

**25.00%** of deals in the final 2 stages could be at risk

Here we identify live deals in the final 2 stages of the pipeline that could be at risk because **they sit below your average buying group size for closed won deals**. You may not have engaged the full buying group.