

What’s your H2 pipeline gap?

A five-line calculation most sales orgs skip going into the back half of the year — worked through below with a sample team, then left blank for yours.

1 A WORKED EXAMPLE

01 H2 revenue target	\$5,000,000
02 Revenue already booked	\$2,000,000
03 Current qualified pipeline	\$6,000,000
04 Average deal size / win rate	\$50,000 / 25%
05 Sales reps working the pipeline	10

Remaining target = \$5,000,000 - \$2,000,000	\$3,000,000
Pipeline required = \$3,000,000 ÷ 25% win rate	\$12,000,000
Opportunities required = \$12,000,000 ÷ \$50,000 avg deal	240
Pipeline per rep = \$12,000,000 ÷ 10 reps	\$1,200,000

RESULT — YOUR H2 PIPELINE GAP

\$12M

of additional qualified pipeline required to hit the H2 target — on top of the \$6M already in motion.

240

additional opportunities needed, at a \$50K average deal size

\$1.2M

additional pipeline required per rep, across 10 reps

50%

of the total pipeline needed is currently covered

Your current team probably doesn’t need more accounts. **They need more capacity** to identify and work the right opportunities inside the accounts they already have.

2 NOW RUN YOUR OWN NUMBERS

01 — H2 revenue target	04 — Avg deal size / win rate
02 — Revenue already booked	05 — Reps working the pipeline
03 — Current qualified pipeline	Your pipeline gap (target-booked ÷ win rate)

Your team has a pipeline gap.

See how SellBigger helps your reps identify and work more of the right opportunities — without adding headcount.

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