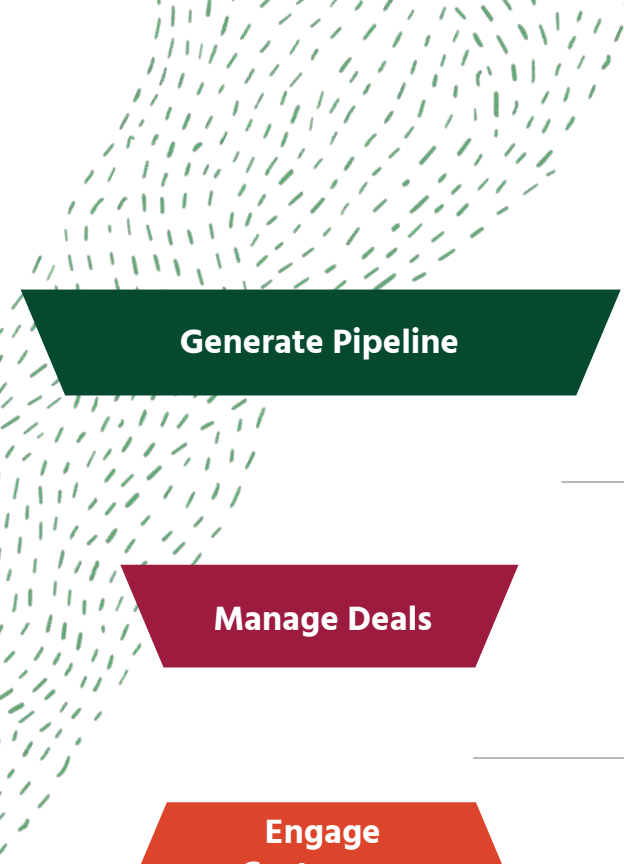|	Outcomes	Stakeholders	Tools	Drivers
Generate Pipeline	Schedule Meeting Lead Qualification Speed to Lead	Training Marketing Sales Development	Marketing Automation Social Media CRM Sales Acceleration	Team Cadences Marketing Content Automated Emails Lead Prioritization Tool
Manage Deals	Initiate Contracts Negotiations Deal close	Account Executive Sales Engineer Product Specialists	Sales Analytics Forecasting Opp. Management Sales Intelligence	Deal Dashboard Value Selling Templates Draft on Behalf
Engage Customers	Successful Implementation Renewal Upsells Cross-sells	Account Manager Customer Success Sales Managers Marketing	Marketing Automation Health Scoring CSAT Collection Webinar Platform	Conversation Intelligence Time-Based Cadences Cross-sell Templates

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	Outcomes	Stakeholders	Tools	Drivers
Generate Pipeline				
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Engage Customers				

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