Pipeline generation is a perpetual challenge for sales leaders. A robust tech stack is essential to repeatable, scalable pipeline growth. The critical technologies being used by successful organizations are presented below to guide your own pipeline objectives.

## The Tech Stack for Pipeline Growth

### The Tech Stack for Pipeline Growth is broken into two connected components.

1. **Engagement**
   - **Target**
     - Data and workflow that enable reps to identify and prioritize who to engage
   - **Engage**
     - Tech used to interact with prospects, mapped to the four stages of the pipeline generation process
   - **Qualify**
     - Multiple activities across multiple channels that enable reps to connect with prospects
   - **Convert**
     - Connecting with prospects to determine their fit and level of interest
     - Advancing early prospects to a qualified sales opportunity stage

### Pipeline Operations

- **Workload and Visibility**
  - Lead-to-Account Matching and Routing
  - Workflow Automation
  - Third-Party Reporting and Intelligence
- **Engagement**
  - Conversation Intelligence
  - Sales Engagement Management
  - Sales Training
  - Real-Time Knowledge
- **Infrastructure**
  - Customer Relationship Management
  - Data Lake and/or Warehouse
  - Data Validation
  - Customer Data Platform (CDP)

### Third-Party Data

- **Target Engagement**
  - Sales Engagement Platform (Including Email and Phone)
- **Engage Qualify Convert**
  - Sales & SDR
  - Demand Gen
  - Third-Party Reporting and Intelligence
  - Sales Content Management
  - Sales Training
  - Rep Performance Management
  - Real-Time Knowledge
  - Customer Relationship Management
  - Data Lake and/or Warehouse
  - Data Validation
  - Customer Data Platform (CDP)

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Note: These technologies have been selected and positioned based on an assessment by Gartner analysts and customer feedback. Their applicability may vary across organizations and industries.

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