



About the Paid OneView GTM Efficiency Audit

To “do less with more” you have to go from “reactive” to “proactive” in GTM strategy.

We help teams get more pipeline through less activity by shifting focus from fixing broken things, and moving to a more strategic mindset:



Combining educational content and the rigor of data analytics, this 4-week audit + workshop combines an AI-driven, predictive analytics audit with a bootcamp style crash course to having a sequence strategy that performs better consistently, which includes the option for ongoing data analysis and checks with managed services, depending on your company’s needs.

What the paid audit includes:

Focus Area

Audit Category

Audit Deliverables

Assess Structural Foundations

Past Due Tasks

- Identify count, origin, and frequency of Past Due Tasks
- Help clean up all / part of the list based on admin / leadership preferences
- Provide insight as to how to solve this problem foundationally

Task Capacity

- Share research around “capacity” + impact of burnout within Sales
- Create a task capacity analysis for various roles in your org
- Compare task capacity analysis to Sequence Frameworks (show gaps)

Sequence Frameworks

- Identify the most used sequence frameworks (no integration required)
- Use AI to generate sequence structures and step-level task quantities
- Provide suggested changes to sequence frameworks based on strategy

Outreach System Audit

- Assess admin-related settings, sequence settings, and Salesforce integration settings
- Share improvement opportunities to increase conversion on sequences
- Provide tactical training and monitoring suggestions for admins

Advise on Strategic Workflows

Data Inputs + ICP

- Review of accounts and contacts, researching process, and data quality/ICP
- Review of inbound and outbound sequence usage together with top and bottom reps
- Collect and provide insights on areas of conversion decreases due to data inputs

Skipped Tasks

- Create mechanism of reporting for Skipped Task behavior
- Provide strategic advice for the coaching and performance elements of behavior
- Create data analysis of past due tasks by persona

Enablement Frameworks

- Identify top used personas by title level and by sequence for sample of data
- Assess and outline the summary of the current training and enablement processes
- Advice around how to adjust and implement frameworks to increase conversion

Funnel Metrics

- Funnel metrics calculator with custom data inputs from your data
- Understanding the funnel metrics maturity curve
- Access to in-depth scenario planning capabilities with AI-driven chatbot

Need to see it to believe first?

Start for free with the OneView Pulse Report!

Free predictive sequence analysis using OneView's analytics tools and AI to understand task capacity + revenue scenarios (based on your past due tasks in Outreach)

What data has to be shared?

- > Your email address to share the analysis
- > Past due tasks export from Outreach
- > Sequence blueprints for the most common offenders
- > Context around your team's sequence strategy

How does it work?

- > Step 1 - register at oneviewhq.com/pulse-report
- > Step 2 - follow the steps that guide your download
- > Step 3 - we analyze things with our automation
- > Step 4 - we meet to discuss how you can optimize

Share some high level data

Login to Outreach + find your data

Follow the steps to share the data



OneView analyzes your high level data

AI analysis + sequence prediction by 1oneview

Analysis shared in a discussion call

Decide next steps for how to work together

