# 7 Execution Moves to Turn Sales Strategy into Predictable Growth

Sales tools don't drive growth. Execution does.

The difference between teams that scale and teams that stall isn't their stack size—it's how effectively they operationalize what they've got. Growth comes when leaders turn strategy into structure, insights into action, and AI into an embedded advantage.



Here are 7 high-impact execution plays revenue leaders can implement to move faster, lead smarter, and grow more predictably.

# **Power Performance**

at Every Stage

Proven Plays to



### The true value of technology lies in how leaders implement it.

**Mindset Over Maturity** 

Why it matters: Tech alone won't move the needle if leaders don't use it to shape

- how their teams operate. How to execute: Prioritize mindset at the
- top-leaders must use tools to drive behavior, structure, and accountability from the start.

## If it's not built into the workflow, it won't become repeatable.

**Workflows Are the Engine** 

★ Why it matters: Without structured workflows,

- How to execute: Design clear, repeatable workflows that guide daily activity, scale best
- practices, and reduce execution guesswork.





### Al delivers value when it's wired into the process, not running parallel to it.

★ Why it matters: Al only drives impact when it's part of how reps actually work, seamlessly embedded into their daily

- ★ How to execute: Embed Al at every stage-across prospecting, deal health, forecasting—so insights power action in

real time.

### ★ Why it matters: Gut-based forecasting erodes trust and leads to missed targets.

data insights.

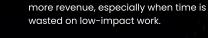
How to execute: Use Al-driven forecasting models to call numbers based on pipeline

coverage, win rates, and actual rep

Predictable revenue starts with accurate

- performance.





★ How to execute: Streamline tasks like email writing, research, and follow-up using Al so teams can spend more time selling.



Solving in silos creates friction across

★ Why it matters: Over-engineered tech

revenue motion onto unified workflows and shared data models across sales,

Simplify the Stack

the entire buyer journey.







# look like.

**Build Predictable Growth with MarketStar** 

structure and strong leadership, even the most advanced stack That's where MarketStar comes in. We help revenue leaders



with your goals.

Want more insights into scaling your sales strategy? Catch the full conversation with Angela Garinger, VP of Sales at Outreach, as she breaks down the

leadership moves and workflow strategies behind

scalable, sustainable growth.