

Understanding Seeds, Nets & Spears

The Metrics Behind the 3 Sources of Your Sales Pipeline

The key to fueling sales growth is in creating a predictable, scalable pipeline. But the real question is where this pipeline comes from? Sales expert Aaron Ross famously broke the sales pipeline into 3 main sources: customer success, marketing campaigns and outbound prospecting. These opportunity sources - which he dubbed Seeds, Nets and Spears - form the backbone of most sales organizations, and are responsible for the bulk of all sales growth.

Here's a quick primer from Aaron Ross and InsightSquared to help sales managers understand the [metrics behind Seeds, Nets and Spears](#) and grow their pipeline.



Seeds are leads that come from many-to-many campaigns based on word-of-mouth and relationship building. When tracking your Seeds, you should make sure to look closely at Account Management activities: Opportunities from referrals, revenue from upsells, and the percentage of your customers you're losing to churn.

Nets are leads that come from one-to-many marketing campaigns. The important metrics to track when evaluating your Nets are: Lead velocity, number of opportunities from each campaign, and the rate at which marketing leads convert into opportunities.



Spears are leads obtained by one-to-one outbound prospectors or Business Development Reps who actively find and reel in prospects. When analyzing Spear production, pay attention to: Number of activities by sales rep, efficiency ratios for those activities, and achievement of sales goals.

Now you know the basic metrics behind your Seeds, Nets & Spears. Start growing your pipeline today and [get the complete eBook here](#).