

A solid blue horizontal bar.

Find Hidden Buyers

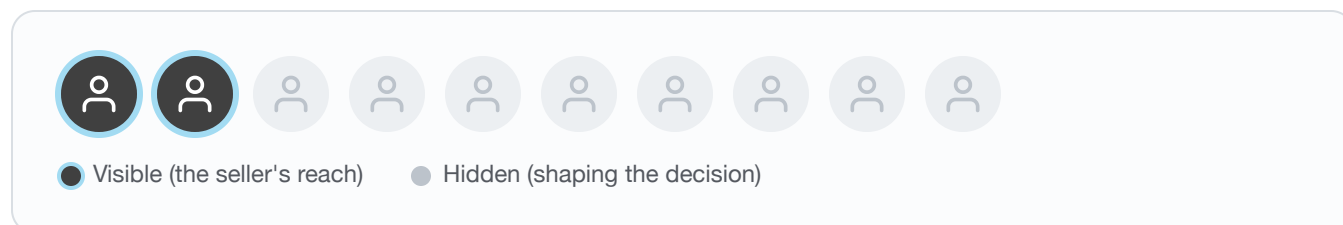
How to uncover the stakeholders putting your enterprise deals at risk.

CRM is your **System of Record**. Agentive is your **System of Engagement**.

BOOK A HIDDEN BUYERS SESSION · RUN A FREE HIDDEN BUYERS TEST

THE INVISIBLE MAJORITY

Your CRM is not showing the deal, It is showing the people your seller has reached.



Gartner's *B2B Buying Journey* research (2024) puts the average buying group at 11 active members. Each has their own perspective and their own ability to say no. Forrester's *State Of Business Buying, 2026* finds the typical buying decision now includes 13 internal stakeholders and 9 external influencers.

The buying group is getting bigger. The sales process is getting harder. Quota achievement is declining.

Your CRM rarely shows the full room.

That gap is not a sales problem. It is a forecast risk. If your CRM shows the visible minority and the decision is being shaped by a wider network, your team is not managing the deal. It is managing the visible fraction of the deal. They are managing the people in their network, not in the buying group.

This is why champions go quiet. Why procurement appears late. Why finance blocks at the line. Why a deal marked commit becomes a slip. This is why we lose to no decision.

Why someone you have never spoken to becomes the ultimate blocker and torpedoed your quota.

Next page. Pick one real deal, opportunity or qualified lead and run a single-thread check.

SOURCES Gartner, *B2B Buying Journey*, 2024. · Forrester, *The State Of Business Buying*, 2026.
· Salesforce, *State of Sales*, 8th edition, 2024.