

Sales Pipeline Health Checklist

Test whether your pipeline can be trusted to hit next quarter's number.

- ☐ Pipeline coverage is at least 3x the revenue target for the period.
- ☐ Every open deal has a next step and a date, not just a stage.
- ☐ Deals sitting in the same stage for 30+ days are flagged automatically.
- ☐ Win rate is tracked by source, not just as one company-wide average.
- ☐ Forecast accuracy is checked against actuals every month.
- ☐ No single salesperson holds more than 30% of total pipeline value.
- ☐ Deal size and sales cycle length are tracked as trends, not one-offs.
- ☐ Lost deals are reviewed monthly for a pattern, not filed and forgotten.
- ☐ CRM data is clean enough that leadership trusts the pipeline report.
- ☐ A defined re-engagement process exists for stalled deals.

Want us to run this with you?

Book a free Growth Audit. No pitch deck, just a plan.

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