

9 places your pipeline is **lying** to you

I carried a revenue number for 17 years, across 5 industries. Every pipeline I ran leaked in the same places. The tools got better. The leaks didn't move.

This is the check I ran before every forecast call. Run it once a month against your own CRM. You'll know which deals are real before you say the number out loud.

20 min

Open your CRM, your inbox and your call recordings. Work through the 9 checks in order.

Tick

Tick each one you find. Write the number of deals and the £ value next to it.

Add up

Use the scoring box on page 3. That figure is your leak for the quarter.



Lila Goldman, Founder, Agentic RevOps Academy. 17 years carrying a revenue number. Head of Business Development, Commercial Director, now putting AI agents to work for revenue teams. Find me on LinkedIn: [linkedin.com/in/lilagoldman1](https://www.linkedin.com/in/lilagoldman1)

The 9 checks

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- ☐ **01 The stalled yes** deals _____ £ _____
Where: call notes, email threads. **Look for:** a buyer who said "yes", "send it over" or "let's do it", then nothing for 14 days or more. **Cost:** your biggest leak. These are deals you already won and then dropped.
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- ☐ **02 The lead that got 1 reply** deals _____ £ _____
Where: inbox, web enquiries, CRM leads with no owner. **Look for:** an inbound ask for pricing or a demo, 1 reply from your side, no follow up. **Cost:** paid for by marketing, lost at the first hurdle.
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- ☐ **03 The quote nobody chased** deals _____ £ _____
Where: sent folder, proposals, the "proposal sent" stage. **Look for:** a quote or proposal over 10 days old with no follow up logged. **Cost:** a number you sent and never asked about.
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- ☐ **04 Lost on price. Was it?** deals _____ £ _____
Where: closed lost reasons. **Look for:** "price" as the reason on a deal that never reached the person who signs. **Cost:** a deal logged as lost that was never actually decided.
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- ☐ **05 Commit with no next step** deals _____ £ _____
Where: this quarter's commit. **Look for:** any deal in commit with no dated next step agreed by the buyer, not the rep. **Cost:** the number you'll say out loud and then miss.
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- ☐ **06 A value nobody has touched** deals _____ £ _____
Where: deal amount, last modified date. **Look for:** deals where the value hasn't changed since the first call. **Cost:** a forecast built on a guess from month 1.
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- ☐ **07 The number you said vs the number in the system**
Where: your last board or exec update, next to your CRM today. **Look for:** the gap between them, and whether you can explain it line by line. **Cost:** your credibility, if you can't.
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- ☐ **08 Calls you pay to record and nobody reads**
Where: your call recording tool. **Look for:** deals where the last 3 calls were never listened to by anyone except the rep. **Cost:** the only evidence of what the buyer actually said, unused.
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- ☐ **09 A rep's story with no source**
Where: your 1 to 1 notes. **Look for:** a deal update you accepted because it sounded right, with nothing to point at. **Cost:** a pipeline review run on trust instead of evidence.

Your score

Add up checks 1 to 4. That's money you can still go and get.

01 Stalled yesses £ _____

02 Leads with 1 reply £ _____

03 Quotes nobody chased £ _____

04 "Lost on price" that never reached the signer £ _____

Your leak this quarter £ _____

Checks 5 to 9 don't have a £ value. They're the reason the number you present doesn't hold. If you ticked 3 or more of them, the problem isn't the reps. It's that nobody is reading the evidence.

What to do with it

Chase 1 to 4 this week. 1 message per deal, in your own words, owning the delay. Most of them come back.

Then be honest about the rest. Doing this by hand every Monday is the problem. It takes a morning, so it gets done once and then never again.

The version that runs itself: an agent that reads the calls, the inbox and the CRM, runs all 9 checks, and gives you the list with £ values, the line from the call that proves each one, and the chase message written and ready to send. Inside your own stack. You own it.

I run the check for you

Read access to your CRM and calls, nothing moved or changed. You get the report and a walkthrough. If it finds nothing, you don't pay.

You build it and own it

Show your team how to build the check inside the tools you already pay for. No new SaaS. If it misses a planted error, your money back.

Want to talk it through? schedule.goldmandigital.co.uk/30-minute-meeting. If none of the times suit, say so and I'll open more.



Lila Goldman, Founder, Agentic RevOps Academy. Find me on LinkedIn:
linkedin.com/in/lilagoldman1. Goldman Digital Ltd.