

DELIVERABLE 2 OF 3

Gap Report

A ranked list of what is slowing deals, with evidence, owners and a recommended fix for each.

Client
Reliquary Trading Co. (sample)

Prepared by
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5 ranked gaps	\$5.8M estimated annual revenue at risk	\$3.5M sits in the top two gaps (60%)
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Ranked Gaps

#	Gap	Delay	At risk per year	Owner	Recommended fix
1	Marketo Engage to Salesforce	3.4 days from form to first seller touch	\$2.1M	Marketing ops with RevOps	Route leads in Salesforce by rule. Retire the spreadsheet.
2	Salesforce to DealHub	11 days added between proposal and signature	\$1.4M	Deal desk	Pass deal terms from Salesforce to the DealHub quote by field. Remove re-keying.
3	Gainsight to Salesforce	Risk reaches the account owner about 20 days before renewal	\$1.1M	CS ops with account owners	Write health score and risk flag to the Salesforce account.
4	Salesforce to Clari	Forecast data is 8 days old at the call	\$0.7M	Sales leadership	Replace the weekly CSV with a live sync into Clari.
5	6sense to Outreach	Signals reach sellers after 6 days, if at all	\$0.5M	Demand gen	Push 6sense trigger accounts into Outreach sequences with a named owner.

Dollars are illustrative estimates of revenue exposed to delay. They are not recovered revenue.

Evidence on One Sample Deal

A real report traces closed deals from your CRM. This sample shows the format on one example deal: Account 114, \$400K, closed won in 292 days.

Day	What happened	Handoff	Time lost
0	Buyer submits a demo request form.	Marketo Engage to Salesforce	
4	First seller reply. The lead waited in the holding queue for a coordinator.	Gap 1	4 days
41	Buyer asks for a quote.		
53	Quote sent. Deal terms were re-keyed and checked twice.	Gap 2	12 days
292	Contract signed. NetSuite received the terms on its own.	Clean	0 days

Handoffs account for 16 of 292 days on this deal (5.5%). They also hit the two moments a buyer feels most: the first reply and the first price.

How the Dollars Are Estimated

Method (illustrative). Revenue at risk = pipeline value that passes the handoff each year x the share of deals lost or slipped per day of delay x the average days of delay. A real report lists each input and where it came from, so your finance team can check it.

What Each Gap Means for the Buyer

#	What the buyer sees	What the seller sees	Cost of leaving it
1	Silence for days after asking to talk.	A lead that is already cold.	Meetings never booked.
2	A slow quote with errors.	Time spent on re-keying, not selling.	Deals slip a quarter.
3	A vendor that misses a problem.	A renewal call with no warning.	Late discounts, lost renewals.
4	Nothing directly.	A forecast no one trusts.	Poor resourcing calls.
5	Outreach at the wrong time.	A signal that arrived late.	Warm accounts go cold.

Rollout Order

Gaps 1 to 3 hold 79% of the dollars and move first. Gaps 4 and 5 follow. Rollout timing is in the Workflow Blueprint. New findings from the ongoing review are added to this ranked list and re-ranked each month.