

The B2B Revenue Leak Checklist

21 checkpoints where B2B pipelines silently lose revenue. Most companies don't have a lead-generation problem. They have a leak problem. Work through the checklist honestly and you'll locate yours in about ten minutes.

Tick a box only if the statement is true today. Not planned, not "mostly". Count your ticks at the end.

I. The Front Door: Capture

- 1. A visitor who wants to talk can book a call in two clicks from any page.**
If booking requires a contact form and a reply and an email thread, your hottest leads cool off first.
- 2. Every high-intent page has exactly one primary call to action.**
Five competing buttons convert like zero buttons. One page, one job.
- 3. You offer one genuinely useful asset in exchange for an email.**
"Subscribe to our newsletter" is not an offer. A tool the visitor can use today is.
- 4. Form submissions land in your CRM automatically.**
Leads that live in an inbox aren't pipeline. They're archaeology.
- 5. The lead gets what they asked for instantly.**
"Someone will reach out shortly" teaches the lead you're slow before you've said a word.

II. Speed & Follow-Up

- 6. New leads get a first touch within five minutes. By automation, not heroics.**
Response speed is the single cheapest conversion lever in B2B, and the most commonly ignored.
- 7. Booked calls get confirmation and reminders without a human remembering.**
A no-show isn't a flaky prospect problem. It's a missing-reminder problem.
- 8. No-shows get an automatic rebooking path.**
Half your no-shows still want the meeting. Silence loses them; one automated email recovers them.
- 9. Every inbound reply gets answered the same business day.**
Replies are the highest-intent signal you own. They should outrank everything except live calls.

III. Nurture & Belief

- 10. Leads who don't book enter a sequence that teaches, not pesters.**
"Just bumping this to the top of your inbox" builds resentment, not belief.
- 11. Your retargeting progresses belief (problem, mechanism, proof), not just your logo.**
Impressions don't move deals. Argument does.
- 12. Every email in the sequence has one job and one call to action.**
An email that asks for three things gets none of them.
- 13. You know which messages get replies. Not just opens.**
Opens are vanity. Replies are pipeline.

IV. The Sales Handoff

- 14. Sales calls start with context: source, pages read, what the lead already consumed.**
"So, tell me about your business" wastes the trust your funnel just built.
- 15. Discovery is a diagnostic, not a pitch.**
Prospects buy the diagnosis. The pitch is just the prescription that follows it.
- 16. Every call ends with a scheduled next step. On the calendar before you hang up.**
"I'll send some times" is where deals go to die.
- 17. Proposals go out within 24 hours of the call.**
Your proposal competes with the prospect's fading memory of why they cared.

V. Visibility & Control

- 18. You can name your stage-to-stage conversion rates from memory, within five points.**
If you can't name the numbers, you're managing anecdotes.
- 19. You know your cost per qualified opportunity by channel.**
Cost per lead rewards volume. Cost per opportunity rewards truth.
- 20. One system owns the truth, and everything else feeds it.**
When the CRM, the spreadsheet and the founder's memory disagree, you don't have data. You have opinions.
- 21. If your best rep left tomorrow, the machine would still produce meetings.**
Revenue that depends on one person isn't a system. It's a single point of failure with a salary.

Score yourself

- 0-7 ticks** Your pipeline leaks at the front door. Fix capture and speed first. Nothing downstream matters until leads can actually get in.
- 8-14 ticks** Leads get in but belief leaks out in the middle. Nurture and follow-up are where your next deals are hiding.
- 15-20 ticks** You're close. Tighten the sales handoff and instrument the numbers. The last mile is the cheapest to fix.
- 21 ticks** You're the benchmark. (Or you were generous. Re-score with a colleague watching.)

Want your top three leaks located for you?

Book a 30-minute diagnostic call. We'll walk your funnel together, locate the three leaks costing you the most revenue, and you'll leave with a fix order, whether or not we ever work together.

[Book a diagnostic call →](#)

<https://drive.b2bgrowth.systems/index.php/apps/calendar/appointment/NQJgBgxF8jXK>