

PIPELINE DIAGNOSTIC

Follow-Up Gap Scorecard

Score your last 20 leads. Any row missing a next action or owner is a follow-up gap - a lead you paid for and stopped working.

#	Last contact	Current owner	Next action	Due date	Customer context	Stalled reason	Escalate? Y/N
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Your gap score: _____ of 20 leads have no clear next action or owner.

3 or more is a process problem, not a lead-quality problem. That's the place to start.