

Handoff leak audit

GTM decay doesn't always start in the pipeline. Sometimes it starts the moment the SDR hits "book."

01 CONVERSION QUALITY

QUESTION	HEALTHY	WARNING	DECAYING
What's the Stage 2 conversion gap between SDR-sourced deals and your overall average?	Within 10 points	11–25 points below	25+ points below
What's the first-meeting no-show rate on SDR-sourced deals?	Under 15%	15–30%	30%+
How many SDR-sourced deals go dark within 14 days of the first AE meeting?	Under 20%	20–35%	35%+

02 CONTEXT TRANSFER

QUESTION	HEALTHY	WARNING	DECAYING
What context does an AE have before a first meeting — and where does it live?	Structured notes (objections, prior conversations, champion, timing) in a defined field	Whatever's in the notes field	Calendar invite only
Does the AE know why the prospect agreed to the meeting before walking in?	Always — documented by SDR	Sometimes, if the SDR remembered to add it	No — AE figures it out on the call

03 HANDOFF PROCESS

QUESTION	HEALTHY	WARNING	DECAYING
Is there a defined SLA between SDR booking and AE preparation?	Defined SLA with a confirmation step	Informal expectation, no enforcement	No SLA — AE finds out via calendar
Is there a structured handoff brief between SDR and AE for every booked meeting?	Every meeting	Named accounts or high-priority only	Never

04 OWNERSHIP & ACCOUNTABILITY

QUESTION	HEALTHY	WARNING	DECAYING
Who owns a deal in the 72 hours between SDR handoff and the first meeting?	Defined — explicit accountability	Informal — the AE "figures it out"	Nobody — it lives in the calendar
If a first meeting no-shows, who owns re-engagement — SDR or AE?	Defined ownership with a recovery sequence	Whoever notices first	No process — deals disappear
Are SDRs measured on anything beyond meetings booked?	Yes — comp includes Stage 2 conversion or first-meeting quality	Informal tracking, no comp impact	SDRs own the booking, nothing after