

Pipeline reality check

GTM decay hides in coverage ratios. Here's how to find out if yours is real.

01 COVERAGE REALITY

QUESTION	HEALTHY	WARNING	DECAYING
Strip deals with no stakeholder touch in 30 days — what's your real coverage?	Still 2.5x+	1.5x–2.4x	Under 1.5x
When a deal gets pushed, what has to change before it re-enters the forecast?	Defined criteria (new stakeholder, confirmed event)	Informal, rep judgment	Nothing — it just moves
What percentage of pushed deals close within 90 days of the push date?	50%+	25–49%	Under 25%

02 DEAL VELOCITY

QUESTION	HEALTHY	WARNING	DECAYING
How many stage 3+ deals have been in pipeline 90+ days without stage movement?	Under 10% of pipeline	10–25%	More than 25%
How does your average deal age at each stage compare to your actual sales cycle?	Within 20% of average	20–50% longer	50%+ longer
Does your forecast weight a 10-day opportunity the same as a 200-day one?	Age-weighted or decay-adjusted	Stage-only weighting	No methodology — gut feel

03 STAKEHOLDER DEPTH

QUESTION	HEALTHY	WARNING	DECAYING
What percentage of open deals have a second stakeholder engaged?	60%+	30–59%	Under 30%
If your top three reps disappeared, what percentage of pipeline would stall in 30 days?	Under 20%	20–40%	40%+

04 PROCESS & DEFINITIONS

QUESTION	HEALTHY	WARNING	DECAYING
How many deals were created because a meeting happened — not a confirmed buying event?	Under 15% of pipeline	15–30%	30%+
Who owns “timing” as a CRM status — and when was the definition last reviewed?	Defined, reviewed in last 6 months	Defined, not recently reviewed	No definition — reps decide