



Pipeline Health Scorecard

Are you running a real pipeline — or a wish list?

Score yourself honestly on each of the five dimensions below — 1 being "this doesn't exist" and 5 being "locked in and running consistently." Add up your total at the bottom to see where your pipeline actually stands.

1 <i>Doesn't exist</i>	2 <i>Rarely happens</i>	3 <i>Sometimes</i>	4 <i>Mostly consistent</i>	5 <i>Locked in</i>
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THE SCORECARD

#	Dimension	1	2	3	4	5	Score
1	Stage Definition <i>Your pipeline has clear, named stages with defined criteria for each. A deal doesn't advance until it earns it.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2	Conversion Tracking <i>You know your close rate and how long deals take. Your forecast is based on real data, not gut feel.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3	Next-Step Discipline <i>Every deal in your pipeline has a specific next action — a call, a date, a deliverable. Nothing sits without a step.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4	Weekly Review Cadence <i>Someone reviews the pipeline every week — advancing deals, cutting dead weight, and keeping the number honest.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5	Forecast Accuracy <i>Your 90-day revenue forecast is within 20% of what actually closes. You can plan around it with confidence.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

TOTAL SCORE (add up your five scores above)	_____ / 25
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WHAT YOUR SCORE MEANS

5 – 10	Wish List	Your pipeline is a collection of hopeful conversations, not a forecasting tool. The number at the top means very little right now. The good news: the foundation is buildable — and fixing this is one of the highest-leverage moves you can make.
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11 – 17	Work in Progress	You have some structure, but gaps in consistency are costing you accuracy. Identify your two lowest scores and fix those first. You're closer than you think — a few focused months of discipline changes the forecast significantly.
18 – 25	Real Pipeline	Your pipeline is functioning as a real forecasting tool. Focus now on tightening conversion data and coaching the habits that keep it there. This is the foundation every other sales investment is built on.

THREE QUESTIONS TO SIT WITH

- 01** Which of the five dimensions has the biggest gap between where you are and where you need to be — and why has it stayed that way?
- 02** If your pipeline were 100% accurate right now, what would it tell you about the next 90 days — and would you be okay with that number?
- 03** Who in your business owns the pipeline today? If the honest answer is "nobody" or "me when I have time" — what would it take to change that?

Not happy with your score?

Sales Homie works with founders and business leaders to build pipelines that actually forecast — not just collect names. Whether you need fractional sales leadership, B2B sales coaching, or a full sales strategy overhaul, we've built this before and we can shortcut your path forward.

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