

Sales audit

18 October 2026 · MEDDPICC

OPEN PIPELINE

£1.83m

55 deals

WIN RATE

52%

106 won, 97 lost in 12 months

EMAILS READ

4,067

157 meetings

EMAILS ANSWERED

67%

within a week

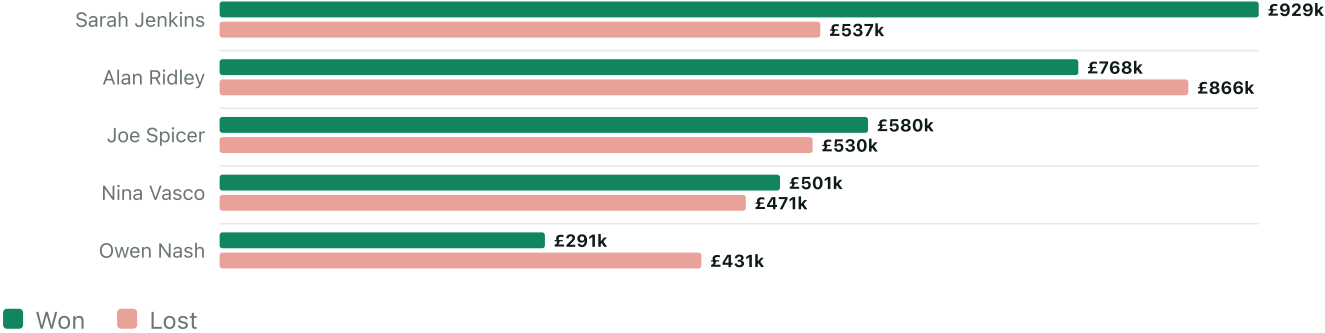
IN SHORT

You have £1,825,400 open across 55 deals. TellMyCRM read 4,067 customer emails and 157 meetings on your deals. £427,600 of it (23%) is probably not going to close.

WHAT TO FIX FIRST

1. Ask Owen Nash, Dan Mercer, Alan Ridley, Sarah Jenkins to connect their mailboxes in TellMyCRM, so their emails are included.
2. £427,600 of your pipeline is probably not going to close. These deals are past their close date with nothing happening, or have been open far longer than your deals normally take. Check each one, then either close it or give it a real date.
3. 6 open deals have no next step, worth £199,900. Agree a next step with the customer on each one and record it.
4. 5 open deals have no close date, worth £139,400. Give each one the date the customer expects to decide.
5. 40 open deals do not yet show how the customer gets the contract signed (legal, purchase order, procurement). Find this out on each one. In MEDDPICC this is "Paper process".

Won and lost in the last 12 months, by person



The diagnosis

How healthy are your sales, really?

The pipeline is not fully believable as it stands. £427,600, 23% of open value, is probably not closing, and those same 10 deals also look like past losses. The weighted forecast of £484,000 likely overstates what will land, since 34 open deals worth £1,069,900 stand where lost deals stood.

What is stopping you winning more?

Deals are commonly missing agreed next steps, 6 open deals worth £199,900 have none, and missing close dates, 5 deals worth £139,400. Across won and lost deals, knowing the paper process, champion, decision process and economic buyer all go with winning, yet these are the very things missing from the largest numbers of open deals, 40, 35, 34 and 23 respectively.

What are your strongest salespeople doing differently?

Sarah Jenkins does clearly more than Owen Nash on meeting the customer, finding the economic buyer, finding a champion and agreeing a next step, all things that go with winning across the team. Sarah Jenkins's average won deal, £30,980, is bigger than Owen Nash's, £17,112, so deal size should be checked before putting this down to selling alone.

What should you coach each person on?

Alan Ridley should be coached first, holding 39% of all open pipeline but the lowest win rate, 47%, and the furthest behind on moving deals to the next stage as quickly as won deals did, 12% against the rest of the team's 48%. Joe Spicer and Nina Vasco have smaller, more specific gaps worth addressing next.

What improvement is realistic?

The estimate suggests roughly £681,000 more could have been won last year, mostly from Alan Ridley matching the team on moving deals to the next stage as quickly as won deals did, about 11 more deals worth £602,290. This assumes the habit is worth the same for each person as for the team and that nothing else changes, so it is an estimate from history, not a promise.

What this audit is built on

4,067 customer emails, 157 meetings and 263 notes on your deals, each read for what the customer said and what is known under your sales method, with 203 deals closed in the last 12 months (106 won, 97 lost).

Not connected yet: Owen Nash, Dan Mercer, Alan Ridley, Sarah Jenkins, Joe Spicer, Nina Vasco. Their emails are not in this audit until they connect their mailbox.

Facts, our reading of them and our advice are kept apart in every section: "What we found" is worked out by code from your data; "What it suggests" and "What to do" are written from those figures, and checked against them.

Your pipeline

WHAT WE FOUND

£1,825,400 open across 55 deals. This month: £680,600 due to close, £484,000 weighted by your CRM's own stage odds.

£427,600 of it (23% of the open value) is probably not going to close: past its close date with nothing happening, or open far longer than your deals usually take.

All 10 deals past their date or far older than usual are also among the 34 open deals that look like the ones you lost (below). The two lists overlap, so their values must not be added together.

DEAL AT RISK	OWNER	VALUE	WHY
Ledbury Castings — framework order	Alan Ridley	£86,300	cooling, 2 hedges ("we may need to push this back a little"), close date pushed twice, no next step
Northgate Homes — service agreement	Alan Ridley	£67,900	no reply for 7 days, board approval
Carrow Fittings — supply contract	Alan Ridley	£57,800	past its close date by 4 days, no next step, board approval, no reply from the customer in 39 days
Fenwick Supplies — framework order	Alan Ridley	£48,500	no reply from the customer in 42 days
Selby Coatings — upgrade	Joe Spicer	£34,400	cooling, 2 hedges ("we may need to push this back a little"), close date pushed twice, no next step, board approval
Ashby Electrical — framework order	Nina Vasco	£31,500	no reply from the customer in 41 days
Linton Joinery — supply contract	Nina Vasco	£30,200	past its close date by 8 days, board approval, no reply from the customer in 41 days (1 follow-up email from us unanswered, the last 37 days ago)
Priory Print — service agreement	Nina Vasco	£30,000	no reply for 8 days, no next step, board approval
Marsh and Co — upgrade	Joe Spicer	£27,100	no next step, board approval
Dorne Textiles — renewal	Joe Spicer	£25,000	board approval

DEAL AT RISK	OWNER	VALUE	WHY
Dorne Textiles — rollout	Joe Spicer	£19,600	past its close date by 4 days, no next step, board approval, no reply from the customer in 41 days
Trent Valley Tools — renewal	Joe Spicer	£12,400	no reply for 7 days, no next step
Wren Park Motors — pilot	Owen Nash	£9,700	no reply for 7 days, no next step

WHAT IT SUGGESTS

£427,600 of open pipeline, 23% of the total, is probably not going to close, and all 10 of those deals also sit on the list of deals that look like past losses. The weighted figure of £484,000 likely overstates what will actually land this month given this overlap.

WHAT TO DO

Alan Ridley, Joe Spicer, Nina Vasco and Owen Nash should each review their own deals on this list this week and agree a next step or close them out. Success looks like a shorter list next month.

Your CRM data

WHAT WE FOUND

£339,300 of open pipeline sits in 11 deals with at least one problem in the CRM (11 of 55 open deals). A deal with several problems is counted once.

6 open deals have no next step, worth £199,900. Agree a next step with the customer on each one and record it.

DEAL	OWNER	VALUE
Ledbury Castings — framework order	Alan Ridley	£86,300
Selby Coatings — upgrade	Joe Spicer	£34,400
Priory Print — service agreement	Nina Vasco	£30,000
Marsh and Co — upgrade	Joe Spicer	£27,100
Trent Valley Tools — renewal	Joe Spicer	£12,400

5 open deals have no close date, worth £139,400. Give each one the date the customer expects to decide.

DEAL	OWNER	VALUE
Pennine Systems — framework order	Alan Ridley	£53,900
Harlow Interiors — rollout	Sarah Jenkins	£30,300
Vale Print — framework order	Nina Vasco	£22,000
Oakfield Plastics — upgrade	Joe Spicer	£17,300
Halloway Foods — framework order	Owen Nash	£15,900

2 open deals have had their close date pushed back two or more times, worth £120,700. Ask the customer what has to happen before they sign, and set the date from that.

DEAL	OWNER	VALUE	CLOSE DATE MOVED
Ledbury Castings — framework order	Alan Ridley	£86,300	pushed back twice
Selby Coatings — upgrade	Joe Spicer	£34,400	pushed back twice

We could not look for duplicate deals: your CRM has not given us contact emails on your deals.

We could not check for stages nobody uses: TellMyCRM does not hold the full list of stages in your CRM.

WHAT IT SUGGESTS

£339,300 sits in deals with a CRM problem, mostly missing next steps (£199,900) or missing close dates (£139,400). These are the deals most likely to drift, since nobody has agreed what happens next or when.

WHAT TO DO

Each deal owner fixes their own listed deals this week: agree a next step with the customer, or get the date the customer expects to decide. Check by running the same CRM report in a month.

Why you win and why you lose

WHAT WE FOUND

From 106 won and 97 lost deals in the last 12 months, how often each thing was true on the deals you

won against the ones you lost.

ON THE DEAL	WON	LOST
the deal kept moving through its stages	88 of 106 (83%)	20 of 97 (21%)
a next step was agreed	82 of 106 (77%)	24 of 97 (25%)
decision process known	67 of 106 (63%)	12 of 96 (13%)
decision criteria known	77 of 106 (73%)	23 of 96 (24%)
pain known	81 of 106 (76%)	29 of 96 (30%)
economic buyer known	68 of 106 (64%)	20 of 97 (21%)
metrics known	64 of 106 (60%)	20 of 96 (21%)
champion known	56 of 106 (53%)	16 of 97 (16%)
more than one person at the customer wrote to us	53 of 106 (50%)	14 of 96 (15%)
a quiet customer was chased within a week	34 of 45 (76%)	32 of 79 (41%)
there was at least one meeting	72 of 106 (68%)	37 of 97 (38%)
paper process known	38 of 106 (36%)	11 of 96 (11%)
competition known	45 of 106 (42%)	22 of 96 (23%)

How the team worked on the deals it won and lost:

ON AVERAGE	WON	LOST
emails and meetings per deal	20.3	8.9
meetings per deal (no real difference)	0.7	0.4
share of the emails that were ours (no real difference)	55%	57%
longest silence	10.5 days	17.9 days
hours to answer a customer email	8.1 hours	33.8 hours

ON AVERAGE	WON	LOST
days from the deal opening to our first word (no real difference)	2.3 days	3.9 days
days from first contact to close (no real difference)	43.6 days	49.4 days
people at the customer who wrote to us (no real difference)	1.6	1.1
hours for the customer to answer us	48.4 hours	111.8 hours

How you met the customer, and how often you won:

MEETINGS	DEALS	WON	WIN RATE
Met in person at least once	61	46	75%
Teams or video only	48	26	54%
No meeting we know of	94	34	36%

Why customers said no: Stayed with their current supplier (14, £404,700); Budget moved or withdrawn (13, £356,900); Timing: parked or paused (13, £303,300); Decided to do nothing (11, £413,200); Went with a cheaper supplier (11, £285,400).

These are what went with winning here, not proof that any one of them caused the win.

WHAT TO DO

Sales should agree a next step on every deal and chase quiet customers within a week as standard practice. Check progress by the next 12 months of won versus lost figures on these two points.

Your sales method: MEDDPICC

WHAT WE FOUND

Every email and meeting is read against MEDDPICC. For each part: how often it was known on deals you won and lost, and how many open deals still do not have it.

PART	WHAT IT MEANS	KNOWN ON WON	KNOWN ON LOST	OPEN DEALS MISSING IT
Paper process	how the customer gets the contract signed (legal, purchase order, procurement)	38 of 106 (36%)	11 of 96 (11%)	40
Competition	who else the customer is looking at	45 of 106 (42%)	22 of 96 (23%)	39

PART	WHAT IT MEANS	KNOWN ON WON	KNOWN ON LOST	OPEN DEALS MISSING IT
Champion	someone at the customer who wants it to happen	56 of 106 (53%)	16 of 97 (16%)	35
Decision process	how the customer will decide, who is involved and by when	67 of 106 (63%)	12 of 96 (13%)	34
Metrics	the numbers the customer wants to improve	64 of 106 (60%)	20 of 96 (21%)	33
Decision criteria	how the customer will choose between the options	77 of 106 (73%)	23 of 96 (24%)	32
Economic buyer	who signs off the money	68 of 106 (64%)	20 of 97 (21%)	23
Pain	the problem the customer needs to fix	81 of 106 (76%)	29 of 96 (30%)	16

"Missing" means we found no evidence of it in the emails, meetings and notes we read. The salesperson may know it and never have written it down, or it may have been agreed on a phone call we did not hear. Either way, nobody else in the business can see it.

WHAT IT SUGGESTS

Knowing the paper process, champion, decision process and metrics all go with winning here, yet these are also the parts missing from the most open deals: 40, 35, 34 and 33 respectively. This points to open deals carrying the same weaknesses that showed up in past losses.

WHAT TO DO

Sales Director to review open deals missing paper process and champion first, since these have the largest open counts. Measure by the number of open deals still missing each part in 30 days.

What your best salespeople do differently

WHAT WE FOUND

Sarah Jenkins wins 68% of closed deals; Owen Nash wins 43%. Average won deal: Sarah Jenkins £30,980, Owen Nash £17,112. Check the deal sizes before reading the difference as selling alone.

HOW OFTEN, ON EACH PERSON’S DEALS	SARAH	OWEN	REST OF THE TEAM
meeting the customer	82%	49%	58%

HOW OFTEN, ON EACH PERSON'S DEALS	SARAH	OWEN	REST OF THE TEAM
economic buyer	80%	47%	48%
champion	56%	31%	37%
next step	84%	59%	60%
decision process	51%	32%	40%
decision criteria	67%	48%	49%
more than one person involved	44%	26%	34%
pain	71%	54%	59%
keeping deals moving	62%	47%	48%
metrics	53%	46%	42%
paper process	35%	28%	26%
chasing	52%	52%	50%
competition	29%	42%	34%

Where Sarah Jenkins does clearly more than Owen Nash:

- meeting the customer: 82% of deals against 49%
- finding out who signs off the money: 80% of deals against 47%
- finding someone at the customer who wants it to happen: 56% of deals against 31%
- agreeing a next step: 84% of deals against 59%

A habit the best salesperson has is worth copying only if it goes with winning across the whole team, which "Why you win and why you lose" above shows.

WHAT IT SUGGESTS

Sarah Jenkins does clearly more than Owen Nash on meeting the customer, finding the economic buyer, finding a champion and agreeing a next step, and these are the same things that go with winning across the whole team. Sarah Jenkins's average won deal, £30,980, is larger than Owen Nash's, £17,112, so deal size should be checked before reading this purely as selling skill.

WHAT TO DO

Owen Nash to pick up meeting the customer and agreeing a next step as habits, since these overlap with team-wide winning patterns. Review Owen Nash's figures against Sarah Jenkins's again in 30 days.

A coaching plan for each person

WHAT WE FOUND

PERSON	OPEN	WON (12 MONTHS)	LOST	WIN RATE
Sarah Jenkins	10 (£350,100, 19% of all open)	30 (£929,400)	14	68%
Alan Ridley	12 (£717,700, 39% of all open)	14 (£768,100)	16	47%
Joe Spicer	12 (£280,200, 15% of all open)	25 (£580,000)	26	49%
Nina Vasco	11 (£285,100, 16% of all open)	20 (£501,200)	18	53%
Owen Nash	10 (£192,300, 11% of all open)	17 (£290,900)	23	43%

WHAT IT SUGGESTS

Alan Ridley holds the largest share of open pipeline, 39%, but the lowest win rate, 47%, and Owen Nash the next lowest, 43%. Sarah Jenkins's 68% win rate stands well above the rest of the team.

WHAT TO DO

Sales Director to prioritise Alan Ridley for coaching given the open pipeline size at risk. Review win rate alongside open pipeline value again next quarter.

Each person’s plan

Sarah Jenkins

Sarah Jenkins has 10 open deals worth £350,100, 19% of all open pipeline, and wins 68% of closed deals (the team: 52%).

Sarah Jenkins has 7.1 customer conversations a week over the last 8 weeks, steady; 7 last week.

Sarah Jenkins is close to or ahead of the rest of the team on everything we measure. The next step up is on Sarah Jenkins’s own lowest figures:

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
finding out who else the customer is looking at	29% (16 of 55)	34%	39% of new and open deals
finding out how the customer gets the contract signed (legal, purchase order, procurement)	35% (19 of 55)	26%	45% of new and open deals

Alan Ridley

Alan Ridley has 12 open deals worth £717,700, 39% of all open pipeline, and wins 47% of closed deals (the team: 52%).

Alan Ridley has 6 customer conversations a week over the last 8 weeks, going up; 11 last week.

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
moving deals to the next stage as quickly as your won deals did	12% (5 of 43)	48%	48% of new and open deals
agreeing a next step	44% (19 of 43)	60%	60% of new and open deals
chasing quiet customers within a week	37% (11 of 30)	50%	50% of new and open deals

Also: Alan Ridley takes 4.4 days to first contact a new deal (the rest of the team: 2.5 days), and goes up to 19.8 days without speaking to a customer (the rest of the team: 14 days).

Last year, at the team’s rate on moving deals to the next stage as quickly as your won deals did, about 11 more of Alan’s deals would probably have been won, roughly £602,290.

Joe Spicer

Joe Spicer has 12 open deals worth £280,200, 15% of all open pipeline, and wins 49% of closed deals (the team: 52%).

Joe Spicer has 7 customer conversations a week over the last 8 weeks, going up; 11 last week.

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
finding out who signs off the money	31% (20 of 64)	48%	48% of new and open deals
finding someone at the customer who wants it to happen	23% (15 of 64)	37%	37% of new and open deals
finding out the numbers the customer wants to improve	30% (19 of 64)	42%	42% of new and open deals

Also: Joe Spicer takes 16.4 hours to answer a customer email (the rest of the team: 10.6 hours).

Last year, at the team’s rate on finding out who signs off the money, about 2.4 more of Joe’s deals would probably have been won, roughly £56,302.

Nina Vasco

Nina Vasco has 11 open deals worth £285,100, 16% of all open pipeline, and wins 53% of closed deals (the team: 52%).

Nina Vasco has 6.8 customer conversations a week over the last 8 weeks, going up; 7 last week.

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
meeting the customer	48% (24 of 50)	58%	58% of new and open deals

Last year, at the team’s rate on meeting the customer, about 0.9 more of Nina’s deals would probably have been won, roughly £22,150.

Owen Nash

Owen Nash has 10 open deals worth £192,300, 11% of all open pipeline, and wins 43% of closed deals (the team: 52%).

Owen Nash has 5.9 customer conversations a week over the last 8 weeks, going up; 8 last week.

Owen Nash is close to or ahead of the rest of the team on everything we measure. The next step up is on Owen Nash’s own lowest figures:

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
getting more than one person at the customer involved	26% (13 of 50)	34%	36% of new and open deals

WHAT TO WORK ON	NOW	REST OF THE TEAM	TARGET IN 30 DAYS
finding out how the customer gets the contract signed (legal, purchase order, procurement)	28% (14 of 50)	26%	38% of new and open deals

Also: Owen Nash takes 11.6 hours to answer a customer email (the rest of the team: 10.6 hours), and takes 2.6 days to first contact a new deal (the rest of the team: 2.5 days).

Your emails: what gets a reply, and what moves a deal on

WHAT WE FOUND

Of 1987 emails your team sent in the last year, 1328 got the customer back within a week.

Get more replies:

- sent the proposal, quote or price:** 386 of 550 got a reply, against 942 of 1437 without it.
 "Sent the revised proposal"

A reply is not the same as progress. What followed each kind of email:

EMAILS THAT...	GOT A REPLY	A MEETING WITHIN 2 WEEKS	SOMEONE NEW AT THE CUSTOMER WROTE	THE DEAL CHANGED STAGE WITHIN 3 WEEKS
sent the proposal, quote or price	386 of 550 (70%)	47 of 550 (9%)	15 of 550 (3%)	481 of 550 (87%)
proposed a time or asked for a date to talk	808 of 1219 (66%)	180 of 1219 (15%)	86 of 1219 (7%)	1037 of 1219 (85%)
asked about their situation, needs or problem	224 of 335 (67%)	69 of 335 (21%)	41 of 335 (12%)	284 of 335 (85%)
asked for an update and said nothing new, like "Have you got an update for me?"	188 of 277 (68%)	52 of 277 (19%)	10 of 277 (4%)	244 of 277 (88%)
answered a concern, question or objection they raised	133 of 217 (61%)	47 of 217 (22%)	14 of 217 (6%)	180 of 217 (83%)
set out one clear next step	137 of 209 (66%)	42 of 209 (20%)	10 of 209 (5%)	187 of 209 (89%)

EMAILS THAT...	GOT A REPLY	A MEETING WITHIN 2 WEEKS	SOMEONE NEW AT THE CUSTOMER WROTE	THE DEAL CHANGED STAGE WITHIN 3 WEEKS
thanked them and recapped what was agreed	133 of 204 (65%)	39 of 204 (19%)	16 of 204 (8%)	174 of 204 (85%)
shared proof: a case study, reference or similar customer	123 of 189 (65%)	38 of 189 (20%)	9 of 189 (5%)	166 of 189 (88%)
gave a reason to act by a date	8 of 11 (73%)	2 of 11 (18%)	0 of 11 (0%)	11 of 11 (100%)

What goes with a reply or a meeting here, not proof it causes one. 370 of 2546 sent emails have not been read for their moves yet.

WHAT IT SUGGESTS

Sending the proposal, quote or price gets a reply 70% of the time against 66% without it, and goes with the deal changing stage within 3 weeks 87% of the time. This is a reply pattern, not proof that it wins the deal.

WHAT TO DO

Sales team to include a proposal, quote or price in emails where appropriate. Check by the reply rate and stage-change rate on sent emails next quarter.

How often each person talks with customers

WHAT WE FOUND

What we count: every customer meeting, every call where the customer picked up, and every week where the customer emailed and we emailed back about the same deal. Counted for the last eight full weeks.

PERSON	A WEEK, OVER 8 WEEKS	LAST WEEK	TREND
Sarah Jenkins	7.1	7	steady
Joe Spicer	7	11	↑ up
Nina Vasco	6.8	7	↑ up
Alan Ridley	6	11	↑ up
Owen Nash	5.9	8	↑ up
Team	32.8	44	↑ up

From the meetings, calls and emails on each deal, credited to the deal owner. Trend: the last four weeks against the four before.

WHAT TO DO

Sales Director to check in 30 days whether the rise in conversations for Alan Ridley and Joe Spicer shows up in deals moving to the next stage.

Open deals that look like the ones you lost

WHAT WE FOUND

34 of 55 open deals, worth £1,069,900, stand where your lost deals stood. The 8 worst:

DEAL	OWNER	VALUE	PAST DEALS LIKE IT
Ledbury Castings — framework order	Alan Ridley	£86,300	older than any its owner has won
Northgate Homes — service agreement	Alan Ridley	£67,900	older than any its owner has won
Harlow Interiors — supply contract	Sarah Jenkins	£58,500	older than any its owner has won
Calder Timber — rollout	Sarah Jenkins	£51,200	older than any its owner has won
Fenwick Supplies — framework order	Alan Ridley	£48,500	older than any its owner has won
Hartwell Studio — renewal	Sarah Jenkins	£45,800	older than any its owner has won
Dorne Textiles — service agreement	Joe Spicer	£44,400	older than any its owner has won
Keswick Foods — refit	Nina Vasco	£43,700	older than any its owner has won

This is a different test from the pipeline section: these deals look like past losses on what is known about them, whatever their dates. Many deals are on both lists.

WHAT IT SUGGESTS

34 open deals worth £1,069,900 stand where lost deals stood, with several of the worst described as older than any their owner has won. Alan Ridley and Sarah Jenkins both appear among the worst 8, though for different reasons given Sarah Jenkins's higher win rate overall.

WHAT TO DO

Each owner named on the worst 8 list reviews those specific deals this week and decides whether to push for a next step or close them. Check by whether these deals move stage or close within 30 days.

What improvement is possible

WHAT WE FOUND

If each person had matched the rest of the team on the one thing each person is furthest behind on, last year would probably have looked like this:

PERSON	MATCHING THE TEAM ON	ABOUT THIS MANY MORE DEALS WON	ROUGHLY
Alan Ridley	moving deals to the next stage as quickly as your won deals did	11	£602,290
Joe Spicer	finding out who signs off the money	2.4	£56,302
Nina Vasco	meeting the customer	0.9	£22,150

Altogether: about 14.3 more deals, roughly £681,000.

How this is worked out: for each person, how many more of that person’s closed deals would have had it at the team’s rate, times how much more often deals with it were won here, times that person’s average won deal. It assumes the habit is worth the same for each person as for the team and that nothing else changes. It is an estimate from your own history, not a promise.

Your 30-day plan

WHEN	WHAT TO DO	HOW YOU WILL KNOW IT WORKED
Now	Check each of the deals in the £427,600 that is past its date or far older than usual	Every one of them is closed, or has a close date the customer has confirmed and a dated next step
This week	Go through Alan Ridley's 12 open deals with Alan, one by one	Each has an agreed next step with the customer and a close date the customer has confirmed
Within 14 days	Put right the 11 open deals with a problem in the CRM, starting with the 6 that have no next step	Fewer than 6 open deals with a problem at the next audit
Within 14 days	Find out how the customer gets the contract signed (legal, purchase order, procurement) on the 40 open deals that do not show it	Fewer than 20 open deals still missing it
Within 30 days	Have Sarah Jenkins show the team how to go about meeting the customer	The team does it on more than 58% of deals
Next audit	Run the audit again in 30 days	It is compared with this one: what is probably not going to close, deals that look like losses, and each person's figures above