

THE SALES LEAK DIAGNOSTIC

Why capable businesses still lose \$300k–\$1.2M+ per year and how aligned teams restore growth without more leads or pressure.



A private diagnostic by REVIBED™ | For Retail & Home Industry CEOs and Business Owners

TABLE OF CONTENTS

INTRODUCTION	02
HOW TO USE THIS	03
SALES LEAK #1	04
SALES LEAK #2	05
SALES LEAK #3	06
SALES LEAK #4	07
SALES LEAK #5	08
RESULTS & INTERPRETATION	09
FRAMEWORK	10
CLOSING THOUGHTS	11



INTRODUCTION

WHY THIS DIAGNOSTIC EXISTS

Most businesses don't struggle because of lack of effort or ambition. They struggle because their internal sales system is out of alignment and outdated. After working inside high-performing sales environments and businesses generating millions in revenue, the same patterns appear repeatedly:

Not dramatic failures.

Not obvious problems.

But small misalignments that quietly erode conversion and consistency. This sales leak diagnostic helps you uncover:

Where sales momentum is breaking down

Why pressure and chasing no longer work

What actually creates predictable performance now

This is a working diagnostic used inside real businesses.

HOW TO USE THIS

- Answer honestly not optimistically
- Don't skip sections that feel uncomfortable
- This is about clarity, not blame
- One or two friction points is normal
- Multiple breakdowns signal lost momentum



Sales Leak #1

SALES CLARITY

Buyers are interested but momentum slows and decisions drag.

COMMON SIGNS

- Strong conversations that don't convert cleanly
- Buyers asking for reassurance or more information
- Salespeople over-explaining to create confidence
- Certainty drops late in the process

DIAGNOSTIC QUESTIONS

Is your value communicated simply and confidently?

Do buyers clearly understand the outcome?

Does your process reduce or create decision overload?

SCORE YOURSELF:

☐

Clear

☐

Some friction

☐

Major leak

Sales Leak #2

FOLLOW-THROUGH & MOMENTUM

Deals don't fail, they stall.

COMMON SIGNS

- Conversations lose energy after initial interest
- Follow-ups feel reactive
- Buyers control timing
- Decisions take longer than expected

DIAGNOSTIC QUESTIONS

Is ownership of next steps always clear?

Does follow-up add value or create pressure?

Is momentum intentional or accidental?

SCORE YOURSELF:

☐

Clear

☐

Some friction

☐

Major leak

Sales Leak #3

STATE (ENERGY & CONSISTENCY)

You know your people are capable but performance fluctuates.

COMMON SIGNS

- Inconsistent months with no clear cause
- Confidence tied to pipeline size
- Emotional swings in conversations
- Burnout disguised as motivation

DIAGNOSTIC QUESTIONS

Do sales conversations feel grounded and calm?

Is confidence driven by clarity or hustle?

Does your team trust the process?

SCORE YOURSELF:

☐

Clear

☐

Some friction

☐

Major leak

Sales Leak #4

SPACE (ENVIRONMENT & EXPERIENCE)

Your environment influences decisions before words are spoken.

COMMON SIGNS

- Inconsistent branding or messaging
- Sales interactions feel transactional
- Digital or physical spaces don't match your price point
- Buyers feel uncertainty they can't name

DIAGNOSTIC QUESTIONS

Does your environment build trust instantly?

Is the experience cohesive end to end?

Does your space reduce buyer anxiety?

SCORE YOURSELF:

☐

Clear

☐

Some friction

☐

Major leak

Sales Leak #5

STRUCTURE

Your sales process evolved under pressure not design.

COMMON SIGNS

- Too many steps, or none at all
- Salespeople doing things their own way
- No shared definition of readiness
- Owners stepping in to close

DIAGNOSTIC QUESTIONS

Is your structure intentional or inherited?

Can your team explain it simply?

Does it support independence or dependency?

SCORE YOURSELF:

☐

Clear

☐

Some friction

☐

Major leak

RESULTS & INTERPRETATION

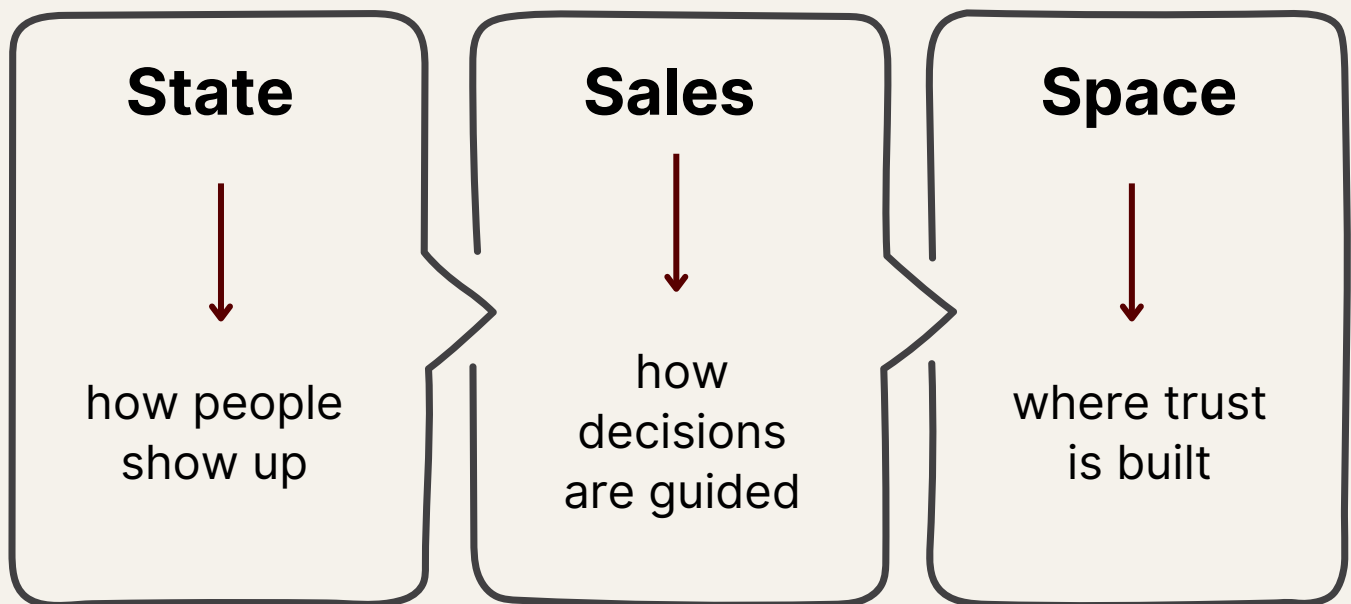
WHAT YOUR RESULTS REVEAL



THE REVIBED™ FAST CLOSE FRAMEWORK (BRIDGE)

WHY SYSTEMS MATTER MORE THAN TACTICS

Sales performance sits at the intersection of:



- 👉 Fix one without the others, and results don't last.
- 👉 Closing clients faster improves consistency and keeps sales flowing.
- 👉 Our “Fast-Close Framework” is the answer to consistent results.

WHAT YOU CAN DO NEXT

Book a private Sales Leak Diagnostic Call, and bring your scores with you. We will map a game plan for you in how to fix this in 30 days.

Attend the next Revibed Online and Live event, where we teach our "Fast Close Framework" and show you how to apply it to your sales conversions!

