

Assess a fictional enterprise sales pipeline containing 140 open opportunities worth GBP8.2M, including 38 stalled opportunities worth GBP2.6M,

Recorded execution evidence

Objective

Assess a fictional enterprise sales pipeline containing 140 open opportunities worth GBP8.2M, including 38 stalled opportunities worth GBP2.6M, 17 proposals awaiting decisions for over 21 days, and 12 opportunities without an assigned next step. Develop an executive pipeline recovery assessment identifying bottlenecks, commercial risks, prioritized recovery actions, recommended ownership, and a 30-day execution plan. Define measurable KPIs for pipeline hygiene, stalled opportunity reduction, follow-up discipline, and forecast quality. Use only the supplied aggregate data. Do not fabricate deal-level records, predict guaranteed conversions, contact prospects, or update CRM data.

Completion assessment

The completed assessment addresses the supplied aggregate pipeline data, bottlenecks, commercial risks, recovery actions, ownership, 30-day execution plan, KPIs, and usage constraints without fabricating deal-level information.

Recorded task results

1. Develop executive pipeline recovery assessment

Status: completed | Iteration: 1

Executive Pipeline Recovery Assessment

1. Current position - known facts

Metric	Current position	Management implication
Open opportunities	140	Requires systematic prioritisation

Open pipeline value	GBP8.2M	Material value is exposed to execution risk
Stalled opportunities	38 worth GBP2.6M	27.1% of opportunities and 31.7% of pipeline value
Proposals awaiting decisions over 21 days	17	Indicates a significant decision and follow-up bottleneck
Opportunities without an assigned next step	12	At least 8.6% lack documented forward action
Arithmetic average open opportunity value	GBP58.6K	Aggregate average only; deal-size distribution is unknown
Arithmetic average stalled opportunity value	GBP68.4K	Stalled value is disproportionately significant on average

The categories may overlap. Therefore, the data does not support adding the counts or values together.

2. Primary bottlenecks

1. Stalled progression: 38 opportunities have stopped advancing, representing nearly one-third of pipeline value.
2. Proposal decision latency: 17 proposals have been awaiting decisions for more than 21 days, suggesting weak decision-process management, unclear next milestones, or insufficient stakeholder alignment.
3. Poor next-step discipline: 12 opportunities have no assigned next step, creating avoidable forecast and execution uncertainty.
4. Forecast visibility risk: Without deal-level stage, timing, probability, ageing, and activity data, leadership cannot reliably distinguish recoverable pipeline from pipeline requiring requalification or removal.
5. Potential concentration risk: Stalled opportunities have a higher arithmetic average value than the overall pipeline. This is directional only and does not establish concentration by account or segment.

3. Commercial risks

- Forecast inflation: Stalled or overdue proposals may remain counted as active pipeline despite weak progression evidence.
- Timing slippage: Delayed decisions may push expected revenue beyond the current planning

period.

- Resource misallocation: Sales and leadership attention may remain focused on low-momentum opportunities instead of those with credible paths to decision.
- Pipeline leakage: Opportunities without next steps may become inactive without timely management intervention.
- Poor executive decision-making: Aggregate data identifies scale, but not which specific opportunities, owners, stages, or dates require action.
- Data-quality risk: Overlap between categories and missing deal-level attributes limit precise exposure analysis.

4. Prioritised recovery actions

Priority 1 - Establish deal-level triage

Owner: Sales Operations, supported by Sales Managers

Within the first week, classify every open opportunity into:

- Active with a dated, assigned next step
- Stalled and recoverable
- Proposal awaiting decision
- Unqualified, inactive, or requiring closure review

This is a management action; no deal-level conclusions can be made from the supplied aggregate data.

Priority 2 - Resolve the 17 overdue proposals

Owner: Opportunity Owners, accountable to Sales Managers

For each proposal, confirm the decision process, customer stakeholders, decision date, commercial blockers, and next customer-validated milestone. Opportunities without a credible path should be reforecast or moved to an appropriate inactive/closed status under company policy.

Priority 3 - Attack the GBP2.6M stalled segment

Owner: Sales Managers, with Executive Sponsors for strategically important opportunities

Create a recovery decision for each stalled opportunity:

- Recover with a documented mutual action plan
- Requalify and reset timing
- Escalate for executive intervention
- Remove from active forecast

No conversion outcome should be assumed.

Priority 4 - Eliminate missing next steps

Owner: Opportunity Owners; monitored by Sales Operations

Every open opportunity should have an owner, dated next action, action purpose, and expected progression milestone.

Priority 5 - Introduce forecast governance

Owner: Head of Sales / Revenue Leadership

Use evidence-based forecast categories and require documented rationale for inclusion in commit or upside views. Separate pipeline coverage from forecast confidence.

5. Recommended ownership model

Role	Accountability
Head of Sales	Overall recovery target, prioritisation, executive decisions
Sales Managers	Weekly inspection, stalled-opportunity reviews, forecast challenge
Opportunity Owners	Customer engagement, next steps, qualification, CRM accuracy
Sales Operations / RevOps	Data audit, dashboards, ageing analysis, KPI reporting
Executive Sponsors	Remove senior-level blockers on selected strategic opportunities
Finance / Commercial leadership	Validate commercial assumptions and forecast implications

6. Thirty-day execution plan

Days 1-5: Diagnose and baseline

- Validate the aggregate counts and identify category overlap.
- Produce a deal-level exception list from the CRM.

- Confirm ownership, stage, age, value, next step, and forecast category.
- Establish baseline values for all KPIs.

Days 6-10: Triage

- Review all 38 stalled opportunities.
- Review all 17 proposals aged over 21 days.
- Correct or escalate all 12 opportunities lacking next steps.
- Assign a recovery disposition and accountable owner to each exception.

Days 11-20: Execute recovery

- Run weekly manager-led recovery clinics.
- Require dated mutual action plans for recoverable opportunities.
- Escalate unresolved decision blockers.
- Requalify, reforecast, or remove opportunities lacking credible progression evidence.

Days 21-30: Institutionalise controls

- Complete a forecast inspection led by Sales Leadership and RevOps.
- Report movement in stalled, overdue-proposal, and missing-next-step populations.
- Review forecast accuracy against the latest available outcome data.
- Implement mandatory next-step and ageing controls in the sales process.

7. Proposed KPIs

Targets below are recommended management targets, not outcomes supported by the supplied data.

Pipeline hygiene

- Next-step completeness: 100% of open opportunities have an assigned, dated next step by Day 10.
- Owner completeness: 100% have a named accountable opportunity owner.
- Data exception closure: 95% of identified hygiene exceptions resolved within 30 days.
- Ageing visibility: 100% of open opportunities have a current stage-age and last-activity record.

Stalled opportunity reduction

- Stalled count: Reduce the 38-opportunity population by at least 25% within 30 days through progression, requalification, or closure.

- Stalled value: Report movement from the GBP2.6M baseline separately from count reduction.
- Recovery disposition: 100% of stalled opportunities receive a documented disposition by Day 10.
- Re-ageing control: No opportunity remains classified as stalled without manager review and a documented rationale.

Follow-up discipline

- Proposal review: 100% of the 17 overdue proposals reviewed within 10 business days.
- Decision-date coverage: 100% of active proposals have a documented decision milestone or an explicit reforecast/closure rationale.
- Next-action timeliness: At least 95% of open opportunities maintain a future-dated next action.
- Manager inspection: Weekly review completion for all exception populations.

Forecast quality

- Forecast evidence coverage: 100% of commit opportunities have documented value, stage, close timing, next step, and decision evidence.
- Forecast movement transparency: Report weekly additions, slippage, removals, and stage changes.
- Accuracy measurement: Track forecasted versus actual outcomes by period once outcome data is available.
- Uncertainty separation: Maintain distinct reporting for total pipeline, best case/upside, and committed forecast.
- Stale forecast rate: Target fewer than 5% of forecasted opportunities without recent validated progression evidence.

Executive conclusion

The immediate issue is not merely pipeline volume; it is progression confidence. The GBP2.6M stalled segment, 17 overdue proposals, and 12 opportunities without next steps indicate material visibility and execution weaknesses. Leadership should first establish deal-level truth, then force explicit recovery or requalification decisions. No conversion uplift or revenue outcome can be guaranteed from the supplied aggregate data.

AI synthesis status

Executive synthesis unavailable: Request timed out.