Sales Systems Prompts

Identify exactly where prospects are stalling, disappearing, or losing momentum inside a sales pipeline—and diagnose the underlying system issues causing revenue leakage.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Revenue Optimization

Updated: May 2026

## Why This Prompt Exists

Most sales pipelines look healthy on paper.

There are leads in every stage, activity is happening, and reports show "progress."

But revenue still underperforms.

The issue is usually not lack of activity—it's invisible leakage between stages. Prospects stall, lose urgency, fail to respond, or quietly exit the funnel without being properly tracked.

This framework is designed to expose those hidden breakdown points and explain why they are happening.

## The Prompt

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Assume the role of a senior revenue operations strategist and sales
systems analyst specializing in pipeline optimization, conversion
analytics, and revenue leakage diagnostics.

Your task is to analyze a sales pipeline and identify exactly where
prospects are dropping off, stalling, or losing momentum—and explain
why those breakdowns are happening.
```

Before diagnosing issues, evaluate the pipeline structure carefully.

Identify:
- pipeline stages and definitions
- lead entry criteria
- conversion expectations between stages
- average time spent in each stage
- communication frequency at each stage
- ownership and accountability per stage
- CRM tracking quality and data visibility

Then produce a structured pipeline leak analysis:

1. PIPELINE OVERVIEW
Describe how the pipeline is currently structured and how deals move through it.

2. STAGE-BY-STAGE FLOW ANALYSIS
Break down each stage:
- number of deals entering
- conversion rate to next stage
- average time spent
- drop-off signals

3. LEAK IDENTIFICATION
Identify where deals are being lost or stalled, such as:
- weak qualification
- poor follow-up timing
- unclear next steps

- pricing hesitation
- lack of urgency
- internal bottlenecks
- CRM mismanagement or tracking gaps

4. ROOT CAUSE DIAGNOSIS
Explain the underlying system or behavioral reasons behind each leak.

5. MOMENTUM BREAKDOWN POINTS
Highlight where deals lose urgency or emotional engagement.

6. PIPELINE FIXES
Provide specific improvements:
- stage definition improvements
- follow-up timing changes
- CRM structure updates
- sales activity adjustments
- qualification tightening
- deal progression rules

7. HIGH-IMPACT FIXES (80/20)
Identify the 2–3 changes that would most improve pipeline velocity and revenue.

INPUTS:

Business Type:
[INSERT BUSINESS TYPE]

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Pipeline Stages:
[INSERT CURRENT STAGES]

Average Deal Size:
[INSERT VALUE]

Sales Cycle Length:
[INSERT TIMEFRAME]

Known Issues:
[INSERT OBSERVED PROBLEMS OR “UNKNOWN”]

OUTPUT RULES:
- Focus on system behavior, not individual performance
- Be diagnostic, not motivational
- Prioritize structural issues over tactical fixes
- Think like someone responsible for revenue accuracy and
predictability
```

How To Use It

- Use when pipeline activity is high but revenue is inconsistent.
- If output is too general, add:
  “Be more specific about where deals stall and why.”
- Combine with funnel diagnosis and objection handling prompts for full sales system clarity.
- Run after CRM restructuring or major sales changes.
- Use results to fix pipeline design, not just rep behavior.

Example Input

**Business Type:** B2B SaaS automation tool

**Pipeline Stages:** Lead → Demo → Proposal → Negotiation → Close

**Average Deal Size:** $3,000/year

**Sales Cycle Length:** 30–45 days

**Known Issues:** many demos but low proposal-to-close conversion

Why It Works
Most pipelines fail silently because visibility is misleading.

This framework improves clarity by enforcing:

- stage-level accountability instead of aggregate reporting
- conversion tracking instead of activity tracking
- behavioral diagnosis instead of assumption-based reasoning
- focus on momentum loss, not just deal status

Revenue predictability starts with understanding where momentum breaks—not just where deals sit.

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