Revenue Pulse
Pulse your Revenue with AI

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FREE SELF-ASSESSMENT · 15 MINUTES

The Dependency Audit

Twenty statements that show you how much of your sales engine still runs through you — and where the pressure is greatest.

In many owner-led B2B firms, the real constraint is not sales activity. It is **sales concentration**: the filtering, the first conversation, the follow-up, the numbers and the judgement calls all sit with one person. Growth then stops at whatever that person can personally carry.

Score each statement honestly, based on the last 90 days rather than your intentions: **0** rarely or never true **1** sometimes true **2** usually or always true. Answer as the business behaves when you are busy, not on a good week.

Area	Statement	Score
A Filter	1. We do not have a written definition of our best-fit customer.	
	2. My team brings me inquiries to judge whether they are worth pursuing.	
	3. We quote work we later regret — wrong size, wrong margin, wrong fit.	
	4. Nobody but me can say no to a prospect.	
B Conversation	5. Our positioning lives in my head, not in a document.	
	6. When someone else runs the first meeting, it becomes a product demonstration.	
	7. We send quotes before we understand the buyer's problem in their words.	
	8. Deals I personally run convert far better than anyone else's.	
C Follow-Up	9. Quotes sent 30+ days ago are sitting without a dated next action.	
	10. Follow-up depends on who remembers, not on a defined sequence.	
	11. We lose more deals to silence than to a competitor's decision.	
	12. When I travel or get pulled into delivery, opportunities go cold.	
D Numbers	13. I could not state our win rate for last quarter without checking.	
	14. Pipeline stages are based on how a deal feels, not on evidence.	
	15. We forecast by optimism and get surprised at month end.	
	16. Nobody reviews pipeline on a fixed day each week.	
E Judgement	17. Discounts require my approval because there is no written limit.	
	18. Payment terms and scope exceptions get decided deal by deal.	
	19. My team cannot answer a pricing question without calling me.	
	20. Customers expect to negotiate with the owner, and we allow it.	

Subtotals by area

Area	Out of	Yours
A · Filter	8	
B · Conversation	8	
C · Follow-Up	8	
D · Numbers	8	
E · Judgement	8	
Total	**40**	

Read it this way

Your total tells you how deep the dependency runs. **Your highest-scoring area** shows where the pressure is greatest — use it to decide where to put the most effort, while keeping the transfers in sequence. The areas are ordered deliberately, and a later one built on a missing earlier one collapses.

INTERPRETATION

What your score means

Score	Zone	What it means, and what to do first
0–12	**Distributed**	Sales already runs substantially without you. Work selectively: go straight to your highest-scoring area and tighten the weekly operating rhythm. A full rebuild is more than you need.
13–24	**Transitional**	The most common zone for a growing B2B firm. Parts of the system exist but are inconsistent, and they fail exactly when you get busy. Run a full 90-day handover on one customer segment. Expect the biggest gains in Follow-Up and Numbers.
25–32	**Concentrated**	The business is genuinely capacity-bound by you. Do not attempt all five areas at once; transferring everything together usually overloads the handover. Keep the five in sequence, but put the most effort into your highest-scoring area. Build each one to a usable standard, prove it holds, then move to the next.
33–40	**Owner-carried**	Effectively every sales decision routes through you, and the revenue line is a direct function of your calendar. Treat this as a structural constraint rather than a discipline problem. Complete a two-week stabilisation first: put every open opportunity in one place, set your pricing floors, choose the first customer segment and name the person receiving the handover. Then begin with Filter.

The honest caveat

This is a directional self-assessment, not a diagnostic. It tells you where the concentration sits; it cannot tell you what it is costing you, and it is only as accurate as the honesty of your scoring. Score it twice — once as you would describe the business to a client, once as it behaved last month — and work from the second number.

The test that matters

Pick one live opportunity. Hand it over completely — no forwarding, no copying yourself, no rescuing it in week two. What breaks in the next 21 days is your real audit result, and it will usually match your highest-scoring area above.

Where to go from here

1. **Go deeper on the numbers — the Revenue Health Scorecard.** A 28-question assessment across seven revenue dimensions that shows where revenue control is strongest and where it is breaking down. Free, takes about ten minutes, results on screen. revenuepulseai.com/revenue-health-scorecard.html

2. **Build the handover — *The Founder Handover*.** The full system this audit is drawn from: the five transfers, the 90-day plan week by week, the withdrawal test, and eleven fill-in templates. Written for owner-led B2B firms that have outgrown running sales personally. Two editions, same system:

   India Edition — view current price at revenuepulseai.com/founder-handover-india.html

   Global Edition — view current price at revenuepulseai.com/founder-handover.html

3. **Work through it with me — a Focused Revenue Diagnostic Call.** Bring your scores and your highest area. We will work out what is actually holding the transfer back and what the first 30 days should contain. amit@revenuepulseai.com · +91 81405 57366