

# Revenue Infrastructure Risk Checklist

12 warning signs that growth may be getting harder to scale, predict, and control.

Use this checklist after reading **Your Sales Problem May Not Be a Sales Problem**. Score each warning sign from 0 to 3. The goal is not to create fear. The goal is to make hidden revenue risk visible before it becomes a surprise.

0 Not present	1 Mild concern	2 Moderate concern	3 Serious concern
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Warning Sign	Likely Revenue Infrastructure Gap	Score 0-3
1. The owner is still too involved in routine sales, pricing, forecast, or customer decisions.	Performance and Control System	—
2. The forecast is not fully trusted by the owner, finance, or leadership team.	Performance and Control System	—
3. The pipeline looks larger than it feels when leadership tests the evidence.	Revenue Execution System	—
4. Sales and marketing disagree about whether leads are any good.	Market Alignment	—
5. The company is chasing too many kinds of customers instead of the healthiest revenue.	Market Alignment	—
6. Discounting is increasing, poorly controlled, or used to compensate for weak value communication.	Market Alignment / Performance and Control System	—
7. Salespeople use different versions of the sales process.	Revenue Execution System	—
8. Proposals are sent too early, before value, scope, decision process, or customer commitment is clear.	Revenue Execution System	—
9. New sales hires take too long to become productive.	Talent System	—
10. Sales managers are reacting to problems more than coaching a defined revenue method.	Talent System	—
11. Revenue meetings produce updates, but not enough decisions, ownership, or follow-through.	Performance and Control System	—
12. Customers are won, but onboarding, retention, expansion, and referrals are not managed as one revenue system.	Post-Sale Revenue Cycle / Cross-Layer Risk	—



**Total Score:**  
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### What your score may indicate

**0-8:** Low visible risk. Choose one improvement priority.

**9-18:** Moderate risk. Identify the weakest layer and build a focused 90-day action plan.

**19-27:** High risk. Consider a structured 360 Revenue Infrastructure Diagnostic.

**28-36:** Serious risk. Fractional Chief Revenue Officer-level support may be needed to stabilize, diagnose, build, and transfer capability.



**Pattern question:** Which warning signs are being treated as sales problems but may actually be system problems?



**Next step:** Message me if you would like to discuss where growth is becoming harder to scale, predict, or control.