

FREE SELF-ASSESSMENT | 15 MINUTES | NO SIGN-UP

The Dependency Audit

How much of your sales engine still runs through you — and where is the pressure greatest?

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

0 NOT TRUE

This does not describe how we currently operate.

1 PARTLY TRUE

This happens sometimes, or works inconsistently.

2 TRUE

This regularly describes how we operate.

Score the operating reality over the last 90 days, not what is planned or informally understood. If unsure between 1 and 2, use 2 when the process still depends on your presence. If nobody else does this yet, score it 2: an absent system is a fully concentrated one.

AREA	STATEMENT	SCORE
A Filter	01 Our best-fit customer is not written down anywhere the team can use.	___
	02 My team brings me inquiries to judge whether they are worth pursuing.	___
	03 We quote work we later regret — wrong size, wrong margin, wrong fit.	___
	04 Nobody but me can say no to a prospect.	___
B Conversation	05 Our positioning lives in my head, not in a document.	___
	06 When someone else runs the first meeting, it becomes a product demonstration.	___
	07 We send quotes before we understand the buyer's problem in their words.	___
	08 Deals I run personally close at a noticeably higher rate than the rest.	___
C Follow-Up	09 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 More of our deals end in silence than in a clear yes or no.	___
	12 When I travel or get pulled into delivery, opportunities go cold.	___
D Numbers	13 I cannot retrieve our win rate for last quarter from one reliable source.	___
	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 My team has no written discount limit they can use without my approval.	___
	18 Payment terms or scope exceptions still require my personal decision.	___
	19 My team cannot prepare or defend a price without checking with me.	___
	20 Price negotiations are routinely escalated to me.	___

SUBTOTALS BY AREA

A FILTER ___ / 8	B CONVERSATION ___ / 8	C FOLLOW-UP ___ / 8	D NUMBERS ___ / 8	E JUDGEMENT ___ / 8
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TOTAL SCORE
___ / 40

READ IT THIS WAY

Your total shows how deep the dependency runs. Your highest-scoring area shows where the pressure is greatest. Weight your effort by score, but keep the five transfers in sequence. If two areas tie, work on the one earlier in the sequence.

INTERPRETATION

What your score means

SCORE	ZONE	WHAT IT MEANS — AND WHERE TO START
0-10	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.
11-22	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.
23-32	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. 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.

WHAT THIS CAN AND CANNOT TELL YOU

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 result, and it will usually match your highest-scoring area above.

WHERE TO GO FROM HERE

Three ways forward

1

Go deeper on the numbers

Take the free Revenue Health Scorecard: 28 questions across seven revenue dimensions.

revenuepulseai.com/revenue-health-scorecard.html

2

Build the handover

Use The Founder Handover: five transfers, a week-by-week 90-day plan and eleven working templates.

India: revenuepulseai.com/founder-handover-india.html

Global: revenuepulseai.com/founder-handover.html

3

Work through it with Amit

Bring your score and highest area to a Focused Revenue Diagnostic Call and define the first 30 days.

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WHO MADE THIS

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