

6 Silent CRM Leaks Costing You 23%+ Revenue

❏ These hidden issues are draining your pipeline right now. Identify them quickly and take action before they cost you another deal.

Implementation Checklist

Use this checklist to systematically address each leak in your CRM. Check off each item as you implement the fix.



Stale Contact Status

Problem: Last activity >90 days

Fix: Auto-close inactive after 30 days



Duplicate Records

Problem: Same email, multiple owners

Fix: Merge rules: email + phone match



Missing Next-Step Dates

Problem: 38% of deals stall here

Fix: Required field: Close-Plan Date



Lost Lead Source

Problem: Can't prove ROI channel

Fix: Enrich via Clearbit on create



Blank Deal Value

Problem: Forecasting on guesswork

Fix: Default value = pipeline stage × ACV



Owner ≠ Territory

Problem: Leads routed to wrong rep

Fix: Territory field locked on lead insert

Ready to plug these leaks and recover your **23%+ lost revenue**? Take action now.

[Explore CRM Diagnostics Probes](#)