

THE REVENUE BLIND SPOT AUDIT

A 3-Minute Diagnostic for RevOps Leaders to Quantify the “Cost of Doing Nothing.”

Part 1: The “Chaos to Revenue” Mapping

Instead of just listing data problems, we link them directly to the **Revenue Tax** mentioned in your ebook.

The Symptom (Data Chaos)	The Blind Spot (The Risk)	The Revenue Tax (The Cost)
Conflicting Dashboards	No Shared Truth	Leadership makes decisions on “vibes,” delaying pivots by 4–6 weeks.
Manual CSV Exports	The Time Tax	Your most expensive RevOps talent spends 20% of their week as “data plumbers.”
Scattered Slack/ Email Context	Hidden Narrative	Churn “surprises” occur because the warning signs were trapped in a thread.
Stale CRM Records	Hidden Opportunity	Sales reps spend 30% of their time chasing dead leads or ghosting intent signals.

PART 2: THE SELF-ASSESSMENT CHECKLIST

Check the boxes that apply to your current “Operating System.”

1. The “Readiness Theater” Test (Chapter 4)

- We have delayed a major initiative (like automated forecasting) because our “CRM isn’t clean enough.”
- We spend more time discussing how a report was built than what the report is telling us.
- Our RevOps roadmap is 70% “cleanup” and only 30% “enablement/strategy.”

2. The Signal vs. Noise Test (Chapter 3)

- I find out about deal slippage after it misses the close date in the CRM.
- We rely on weekly/monthly reports rather than real-time proactive alerts (Signals).
- To get the “full story” on an account, I have to open at least 4 different tabs (Slack, CRM, Gong, Zendesk).

3. The “Invisible Tax” Test (Chapter 1)

- Time: Prepping for a QBR or Executive meeting takes a team member more than 4 hours of manual work.
- Product: We can’t clearly link a specific feature request in a support ticket to the total ARR at risk.
- Ownership: Leads often sit “unassigned” or “stalled” because nobody received a nudge that they were stuck.

Part 3: The Scoring Key (The “Aha!” Moment)

How many boxes did you check?

- **0–3 Boxes (Data Zen):**
You have achieved a “Proactive Command Center.” (You should probably be writing this ebook!)
- **4–7 Boxes (The Tipping Point):**
You are paying a “Decision Tax.” You have the data, but it isn’t synthesized into truth yet.
- **8+ Boxes (Total Data Chaos):**
You are in “Readiness Theater.” You are losing revenue every day you wait for “clean data.”