REVENUE BLINDSPOT

# Customer-to-Close Audit Report

## Harbourstone Motor Group

Illustrative client presentation • 15 July 2026

**49.6**

OUT OF 100

**CRITICAL ATTENTION REQUIRED**

Fictional client example – not a real company

# Demand is being lost before the sale truly begins

The showroom performs well. The system around it does not consistently protect warm customer interest.

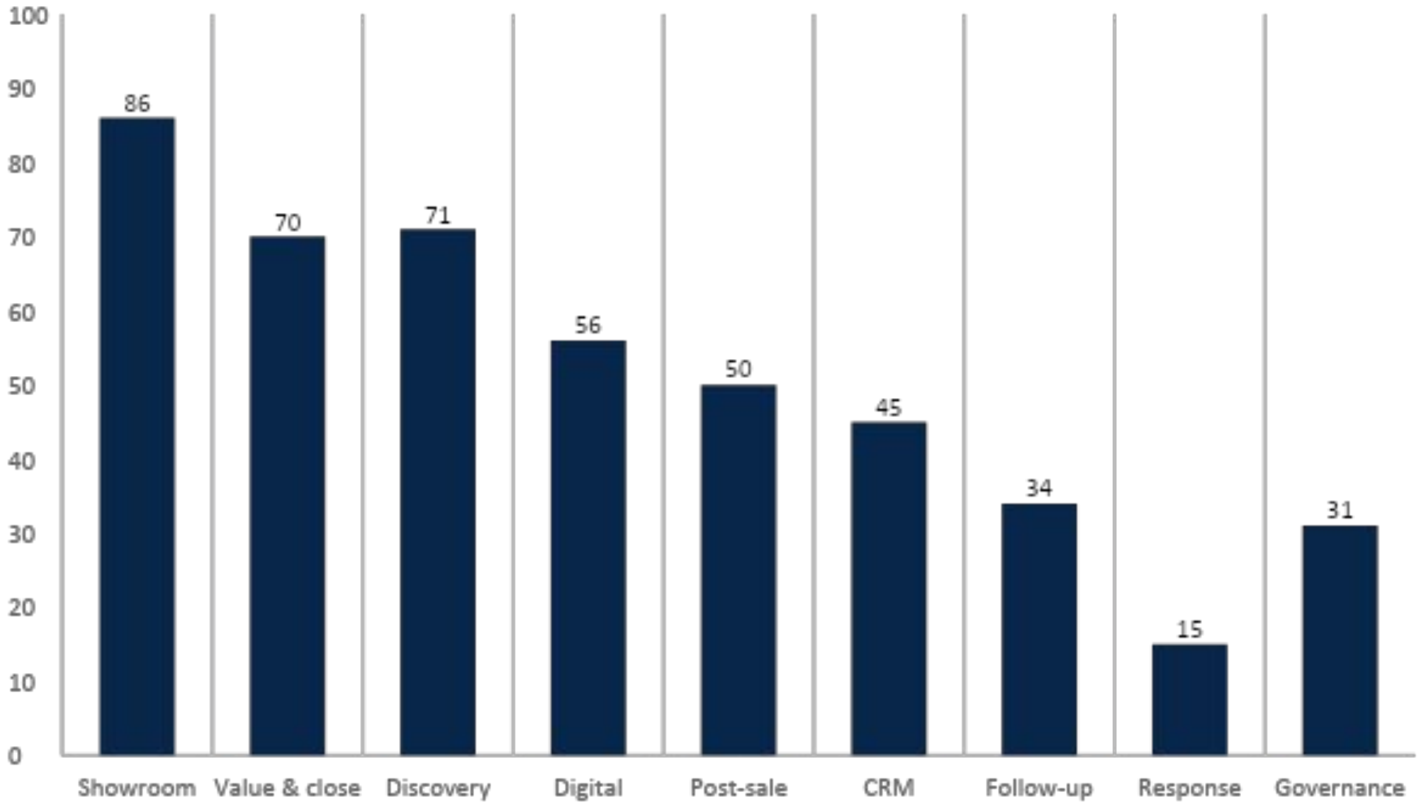
**1**
confirmed critical failure

**3**
major commercial findings

**£210k**
illustrative expected annual opportunity

**Decision: protect the first five minutes and the next thirty days.**

# The strongest selling happens in person – the greatest leakage sits around it




**86%**

showroom experience

**15%**

enquiry response

Scores are weighted control results; critical failure overrides the numeric status.

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# One high-intent vehicle enquiry received no meaningful response in 24 hours

HM-002 • Family replacing their current SUV • Seven-seat hybrid SUV • Purchase within 30 days

**16:34**

**Website enquiry**

Budget and timing supplied

**+15 min**

**No alert**

No visible backup owner

**+24 hours**

**No useful response**

Critical failure confirmed

**When a genuine enquiry is not owned, the customer can choose a competitor before the sales team knows a deal existed.**

# Slow contact and silent missed calls allow buying momentum to cool

Scenario HM-001

| 47 | 63 | 0 |
|---|---|---|
| minutes to email | minutes to call | voicemail left |

## The minimum effective sequence

PERSONALISED EMAIL → IMMEDIATE CALL → USEFUL VOICEMAIL

Target: two minutes ideal • five minutes maximum during operating hours

# Only one of four sampled opportunities passed the continuity test

Another competent salesperson should be able to continue as though they sat with the customer.

**1 / 4**

opportunities passed

## What was missing

- Budget, timing and decision concerns
- Complete promises and interaction history
- Owner, due date, channel and reason
- Useful reactivation triggers

**Good notes preserve rapport – and future revenue.**

# The showroom team already demonstrates the behaviour worth scaling

**86%**

**SHOWROOM SCORE**

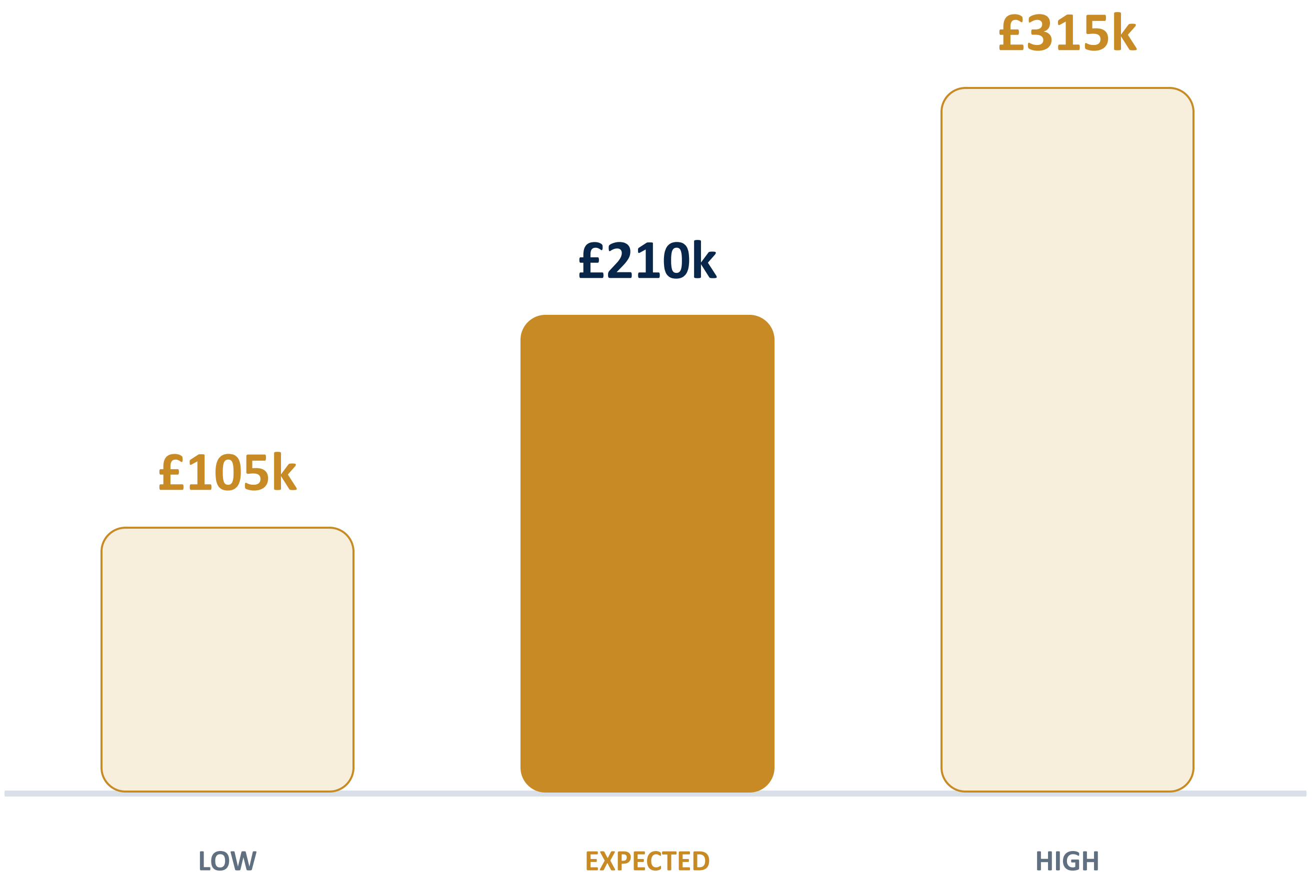
**A repeatable strength**

## Observed strengths

- Immediate, warm customer greeting
- Both partners treated as decision-makers
- Needs and budget reconfirmed
- Features translated into everyday driving benefits
- Direct close and defined next step

**Recommendation: coach from the best observed behaviour, not only from failure.**

# The recoverable opportunity is material – but must be validated with real data




Illustrative scenario – not a forecast or guaranteed return

### Model inputs

**600** qualified leads / year

**£3,500** average gross profit

**Illustrative recovery rates: 5% low • 10% expected • 15% high. Validate against CRM and finance data.**

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# Two immediate controls protect demand; four actions make the gain durable

| | | |
|---|---|---|
| P0 | **Own every lead** | 15-minute alert • two-hour reassignment |
| P0 | **Respond while interest is hot** | Two-minute email • immediate call • voicemail |
| P1 | **Pursue for the full buying window** | Purposeful phone-led cadence through day 30 |
| P1 | **Make CRM notes transferable** | Mandatory continuity structure and exception view |
| P2 | **Turn satisfaction into advocacy** | Day-three review and referral checkpoint |
| P3 | **Scale the showroom strength** | Peer coaching from observed best practice |

# Approve the first 30 days, then re-test the customer journey

**0–30 DAYS**

### Protect demand

Ownership • response • voicemail • cadence • CRM notes

**31–60 DAYS**

### Build advocacy

Day-three review and referral checkpoint

**61–90 DAYS**

### Scale strengths

Peer coaching and representative re-audit

## Decisions required today

- Approve lead ownership and reassignment standard
- Approve two-minute objective and five-minute maximum
- Confirm CRM-note fields and exception owner

**NEXT STEP**

### 60-minute management review

Re-test within two weeks

# One clear investment against the value at risk

**CUSTOMER-TO-CLOSE AUDIT**

**£3,000**

**FIXED FEE**

**One clear fixed investment**

**Designed for one sales team or location**

50% on booking • 50% before final presentation

**THE AUDIT INCLUDES**

- 46-control customer-journey scorecard
- Evidence register and commercial findings
- Low / expected / high opportunity model
- Management presentation and detailed report
- Owned 30/60/90-day recovery plan

**NEXT STEP**

**Start with the audit. Scope any further support only if the evidence warrants it.**

Fixed single-site scope • Travel agreed separately • Opportunity estimates are not guaranteed returns