

CHECKPOINT • OCT 16, 2026

THE PIPELINE RECOVERY CHECKPOINT

How one MEP firm
recovered *\$71,000* from
proposals gone quiet.

Plus \$110,500 in new proposals, and the 7 moves behind it.

\$71,000

recovered

\$110,500

in new proposals

\$416,500

still open, being worked

RECOVERED

\$71,000

recovered across 8 proposals since follow-up restarted mid-September.



\$55,500 4 wins, September

\$15,500 4 wins, October

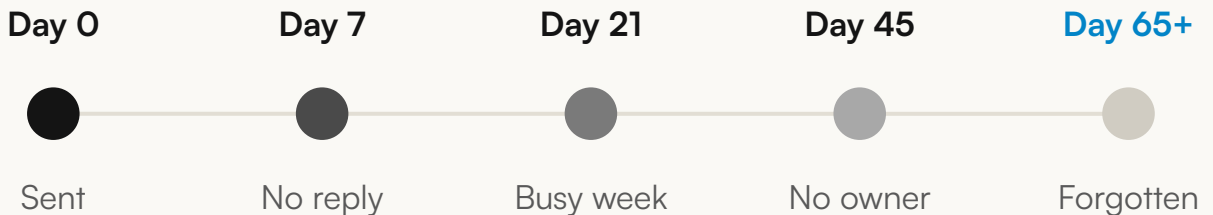
\$14,100 won by the firm's own team, not counted

Recovered = won after a Riftmark follow-up, as tracked Sep 14 — Oct 16, 2026. Total won in that time: \$85,100.

THE PROBLEM

Proposals don't die from a no.

They die in silence.



Nobody decides to drop a proposal. The week gets busy, and the follow-up waits.

WHAT WE FOUND

\$638,600

in open proposals, past their close date.

34 of 35 open proposals, Oct 8. Not rejected. Just quiet.

41

proposals on file at intake

\$868,300

in proposed fees

0 of 43

had a next follow-up date

Nobody had circled back.

PROOF

The CRM was telling an old story.

Account Name	Sent P...	Last F... *	Probability (%)	Stage
	01/21/26	08/07/26		On Hold
	07/07/26	07/23/26		Add Service...
	07/07/26	07/23/26		Add Service...
	04/07/26	05/14/26		Add Service...
		04/17/26		On Hold
	10/09/25	10/10/25		Add Service...
	02/21/24	07/25/25	0	On Hold
	07/22/24	09/04/24	0	On Hold
	08/22/24	08/22/24		Quals Only -...

Names and fees blurred. Last follow-ups going back to 2024.

21 of 43 had no follow-up logged at all.

WHAT LOOKED OPEN WASN'T

\$155,000 of “open” was
already decided.

Recounted with the owner, Oct 15.

\$72,000

2 proposals already dead

\$83,000

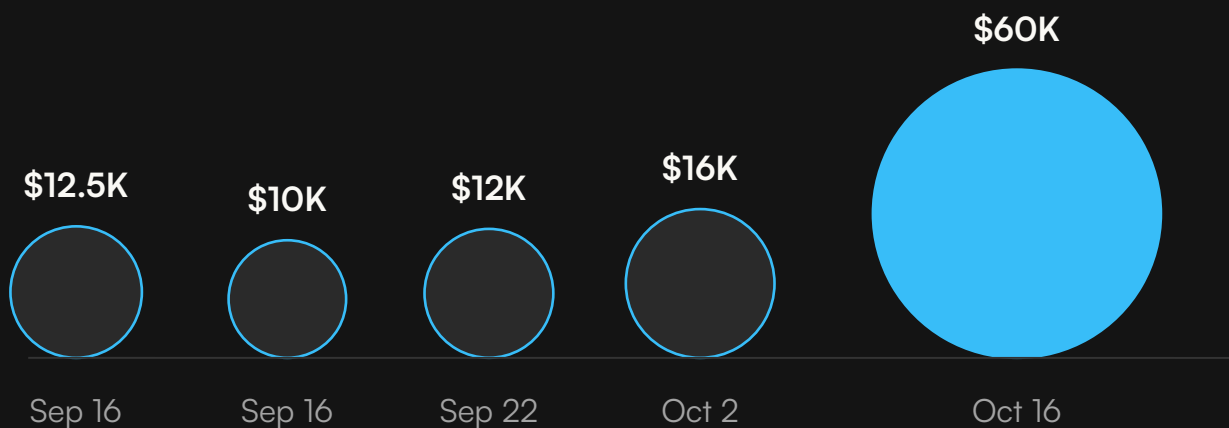
4 won, never marked won

You can't chase what you can't see. And you waste time chasing what's already decided.

THE SNOWBALL

\$110,500

in new proposals the firm was asked to write since follow-ups restarted.



Staying in touch closed old proposals and brought in new ones.

5 proposals sent Sep 16 — Oct 16, 2026. Not counted as recovered.

PROOF

The quiet proposals started moving again.

Account Name	Sent P...	Last E... *	Probability (%)	Stage
	04/24/26	10/12/26		Add Servic...
	09/22/26	10/02/26		Proposal - A...
	07/20/26	10/01/26		Add Servic...
	06/08/26	10/01/26		Add Servic...
	06/08/26	10/01/26		Add Servic...
	11/19/25	10/01/26	20	Proposal - A...
	04/06/26	09/28/26		Add Servic...
	09/16/26	09/20/26		Add Servic...

Mid-October, names and fees blurred. Red markup is mine.

Last follow-ups: from months ago to the last two weeks.

Next batch: already on the calendar.

THE METHOD

Four moves. *Every week.*

01

Audit

Every open proposal: real status, fee, days quiet.

02

Prioritize

Biggest quiet fees first.

03

Re-open

A human follow-up from the person the client knows.

04

Keep it moving

An owner and a next date on every proposal. Results every Friday.

The scoring, frameworks and weekly rhythm behind it: we set them up with your team.

WHERE IT STANDS • OCT 16

\$416,500

still open across 25 proposals, and being worked.

- **Oct 22** 4 follow-ups due
- **Nov 2** Check-in
- **Nov 5** Check-in
- **Dec 23** The largest proposal, \$120,000

A checkpoint, not a finish line. *Next: month two.*

DO THIS WEEK

7 moves to find *forgotten revenue*.

- 1 Pull the quiet list.** 30+ days old, no next date.
- 2 Sort by fee.** Biggest first. Your top five is this week.
- 3 Clean before you chase.** Mark what's won, lost or dead.
- 4 Name one owner.** The person the client knows.
- 5 Send one short note.** Name the project, ask one question.
- 6 Always set a next date.** No date means it's slipping.
- 7 Review every Friday.** 30 minutes: what moved, what's next.

Want our templates and scoring? We share them on the call.

SELF-AUDIT

Score your pipeline in two minutes.

One point per honest yes.

- ☐ Every open proposal has a next follow-up date.
- ☐ I know my total open fees, within 10%.
- ☐ Nothing over 30 days old sits untouched.
- ☐ Won, lost and dead get marked within a week.
- ☐ Each proposal has one named owner.
- ☐ Someone reviews the pipeline weekly.
- ☐ Follow-up doesn't rely on one person's memory.
- ☐ I can name my 5 biggest at-risk fees now.

7-8

Tight. Keep the rhythm.

4-6

Revenue is leaking.

0-3

Real fees are sitting in your pipeline.

NEXT STEP

Book a 30-minute *revenue recovery* call.

YOU GET

- 01 Where revenue is stuck in your open proposals.
- 02 Your biggest quiet fees, ranked.
- 03 A 30-day plan, whether or not we work together.

rift-mark.com/book

Bring your proposal list. Just your numbers, no pitch.

David Chaidez · Founder, Riftmark