CHECKPOINT · OCT 19, 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	$110,500	$416,500
recovered	in new proposals	still open, being worked

RECOVERED

$71,000

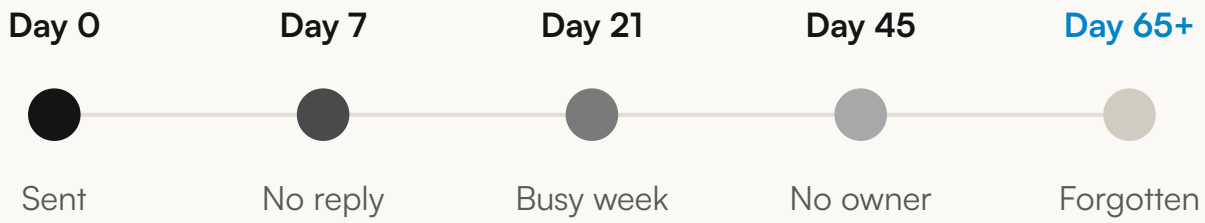
recovered across 8 proposals since follow-up restarted mid-September.

$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	$868,300	0 of 43
proposals on file at intake	in proposed fees	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.

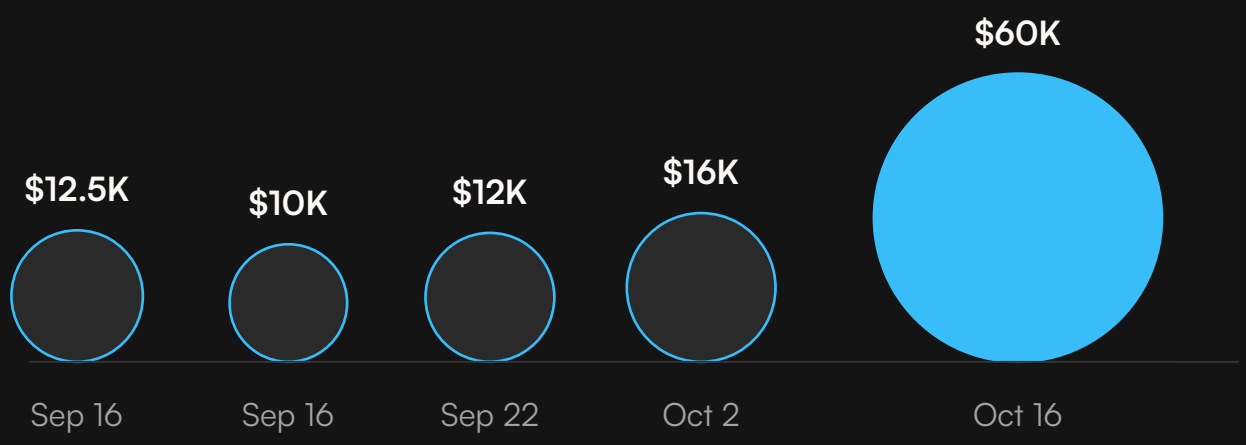
$72,000	2 proposals already dead
$83,000	4 won, never marked won

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 F... *	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...

Last Follow UP

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	4–6	0–3
Tight. Keep the rhythm.	Revenue is leaking.	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

Not ready? The next checkpoint lands in Unclaimed by Riftmark, my weekly letter.

David Chaidez · Founder, Riftmark