hanging steel PRODUCTIONS

Pipeline Leakage Report

Prepared for [Your Name], [Your Title]

Q4 2026 · October 13, 2026

ESTIMATED PIPELINE LEAKAGE

$29.9M – $32.6M

Q4 2026 BOOKINGS FORECAST

$7.0M – $9.6M

Sample report. All figures are generated from a synthetic dataset and do not describe any actual company, client, or sales team.

Analysis by Hanging Steel Productions

Three findings from Yoyodyne Corp.'s pipeline.

1 **$29.9M – $32.6M of value is leaking from the pipeline.**

The largest source is winnable opportunities mistakenly rejected, at $11.4M – $13.4M.

2 **The Q4 2026 bookings forecast is $7.0M – $9.6M.**

The model rates 95 of 129 open deals below a 50% win probability. 10 deals marked Commit carry a win probability below 50%.

3 **Six deals account for 31% of the bookings that leader involvement can add this quarter or next.**

Focused attention on those six adds an expected $118K – $580K in bookings.

PIPELINE LEAKAGE
$29.9M – $32.6M

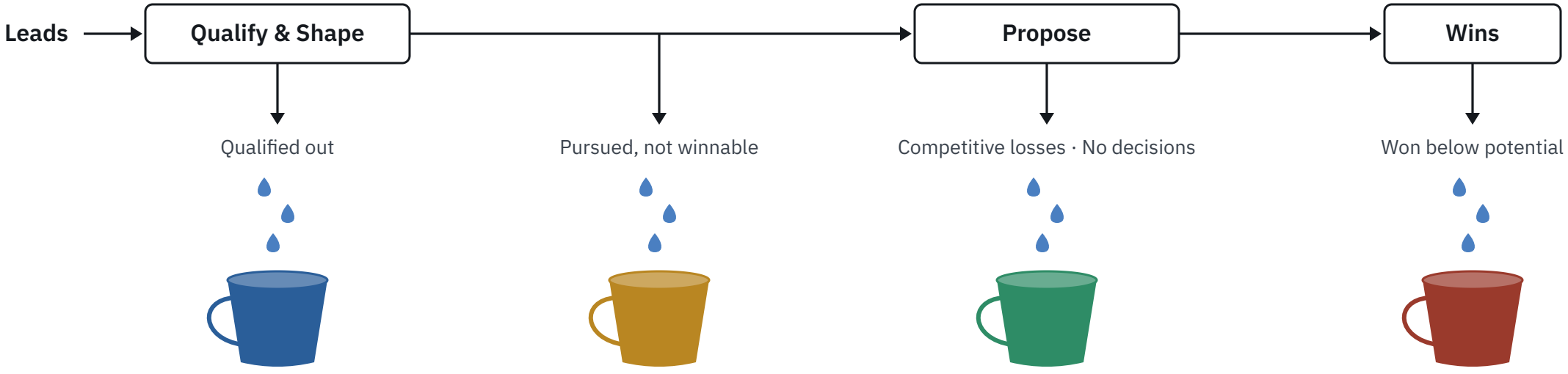
Q4 2026 FORECAST, 68% RANGE
$7.0M – $9.6M

PROBABILITY OF REACHING $10.0M TARGET
9%

COMMIT DEALS BELOW 50% WIN PROBABILITY
10 of 129 open

$29.9M – $32.6M of value is leaking across four categories of the funnel.

Each figure is a 68% range. Bars share one scale, from $0 to $15M; the tick marks the median.



Winnable opportunities mistakenly rejected

$11.4M – $13.4M

Value of opportunities qualified out that the model rates as winnable.

Wasted effort on unwinnable opportunities

$1.8M – $2.9M

Total value of opportunities the team pursued even though the model rates them as unwinnable.

Winnable opportunities lost

$10.2M – $11.4M

Value of opportunities lost to competitors or to no decision that the model rates as winnable.

Wins stunted

$5.0M – $6.5M

Value lost when won deals closed below the amount the model expected.

TOTAL LEAKAGE, 68% RANGE

$29.9M – $32.6M

Healthcare leaks the most value: $19.0M – $20.9M across all four categories.

Median leakage in $M, with the 68% range below. Shading follows the median.

INDUSTRY	Winnable opportunities mistakenly rejected	Wasted effort on unwinnable opportunities	Winnable opportunities lost	Wins stunted	All categories
automotive	**2.4** 2.1 – 2.6	**0.4** 0.2 – 0.5	**2.4** 2.2 – 2.5	**2.4** 2.2 – 2.7	**7.5** 7.2 – 7.9
healthcare	**8.2** 7.5 – 8.9	**1.2** 0.8 – 1.6	**7.5** 7.0 – 8.0	**3.1** 2.7 – 3.6	**20.0** 19.0 – 20.9
insurance	**1.8** 1.5 – 2.2	**0.7** 0.5 – 0.9	**1.0** 0.8 – 1.2	**0.2** 0.2 – 0.2	**3.7** 3.4 – 4.1
All industries	**12.4** **11.4 – 13.4**	**2.3** **1.8 – 2.9**	**10.8** **10.2 – 11.4**	**5.7** **5.0 – 6.5**	**31.3** **29.9 – 32.6**

LARGEST SINGLE SOURCE

$7.5M – $8.9M

Mistakenly rejected in healthcare.

INDUSTRY WITH THE MOST LEAKAGE

$19.0M – $20.9M

Healthcare, across all four categories.

Ranges do not add across a row or column: each total is computed from the full model output, so its range is narrower than the sum of the parts.

10 deals marked Commit in the CRM carry a win probability below 50%.

Every deal marked Commit that the model rates below 50%, lowest first. Amount and close show the CRM's figure above the model's median (amount if won) and 68% range.

DEAL	ACCOUNT	STAGE	OWNER	CRM AMOUNT MODEL AMOUNT	CRM CLOSE MODEL CLOSE	WIN PROBABILITY
Enhance RC HealthLink Interoperability Layer	Redwood Crest Health	negotiating	Michelle Merrick	$512K $416K $395K – $441K	Nov 2026 Nov 2026 Nov	13%
Redesign After-Sales Service Scheduling System	Aurivane Group	creating proposal	Sandra Dufresne	$145K $105K $95K – $116K	Dec 2026 Dec 2026 Dec – Jan	18%
Build Cross-Market EV Incentive Eligibility Engine	Hoshida Motor Company	negotiating	Lewis Vesco	$12K $9K $8K – $9K	Nov 2026 Nov 2026 Nov	19%
Automate Anti-Money Laundering Screening for Commercial Lines	Valcourt Assurances	creating proposal	Gene Wildenthaler	$79K $74K $66K – $84K	Jan 2027 Dec 2026 Dec – Jan	19%
Build Unified Connected Services Middleware	Aurivane Group	creating proposal	Sandra Dufresne	$47K $36K $32K – $40K	Jan 2027 Dec 2026 Dec – Jan	24%
Build Group Insurance Disability Claims Adjudication Engine	Steadman Financial	creating proposal	Gene Wildenthaler	$405K $511K $466K – $567K	Dec 2026 Dec 2026 Dec – Jan	26%
Develop Modular Contract Manufacturing Scheduling Engine	Northline Industries	proposed	Barbara Henderson	$899K $619K $583K – $657K	Nov 2026 Dec 2026 Nov – Dec	29%
Project Guardian	Torvald Safety Systems	gate 2	Troy Porterfield	$82K $75K $65K – $88K	Feb 2027 Feb 2027 Feb – Mar	32%
Project Ouroboros	Corvane Motors	creating proposal	Michelle Merrick	$141K $185K $167K – $206K	Dec 2026 Dec 2026 Nov – Dec	34%
Implement E-Systems Power Distribution Module Test Automation	Whitcombe Corporation	proposed	Michelle Merrick	$924K $966K $877K – $1.1M	Dec 2026 Dec 2026 Nov – Dec	39%

The model rates 95 of 129 open deals below a 50% win probability.

The 12 largest of 129 open deals by CRM amount. Amount and close show the CRM's figure above the model's median (amount if won) and 68% range.

DEAL	ACCOUNT	STAGE	OWNER	CRM AMOUNT MODEL AMOUNT	CRM CLOSE MODEL CLOSE	CRM CATEGORY	WIN PROBABILITY
Implement E-Systems Power Distribution Module Test Automation	Whitcombe Corporation	proposed	Michelle Merrick	$924K $966K $877K – $1.1M	Dec 2026 Dec 2026 Nov – Dec	Commit Commit at risk	39%
Develop Modular Contract Manufacturing Scheduling Engine	Northline Industries	proposed	Barbara Henderson	$899K $619K $583K – $657K	Nov 2026 Dec 2026 Nov – Dec	Commit Commit at risk	29%
Consolidate Post-Acquisition Product Master Data Management	Pritchard & Lowe	proposed	Harold Appling	$865K $785K $730K – $851K	Nov 2026 Nov 2026 Nov – Dec	Commit	87%
Deploy Antibiotic Stewardship Decision Support Tool	Saint Aldric Health	proposed	Bonita Lawson	$834K $693K $640K – $761K	Dec 2026 Dec 2026 Nov – Dec	Best case	50%
Consolidate North American and Japanese MES Platforms	Kanekura Corporation	qualifying	Elizabeth Pope	$817K $1.1M $843K – $1.3M	– May 2027 Apr – Jul	–	48%
Project Benchmark	Granite Peak Health	creating proposal	Michelle Merrick	$813K $1.0M $910K – $1.1M	Dec 2026 Dec 2026 Dec	–	70%
Redesign Pet Insurance Claims Processing Automation System	Lakeshore Life	creating proposal	Bonita Lawson	$802K $900K $817K – $998K	Jan 2027 Jan 2027 Dec – Jan	Pipeline	57%
Improve New Product Introduction Gate Review Workflow	Ashby Power Systems	creating proposal	Michelle Merrick	$736K $959K $849K – $1.1M	Jan 2027 Dec 2026 Dec – Jan	Commit	76%
Modernize Research Data Warehouse for Multi-Site Trials	Granite Peak Health	qualifying	Gene Wildenthaler	$686K $818K $660K – $1.0M	– Apr 2027 Mar – May	–	24%
Redesign Wren and Lindauer Shared Configurator Platform	Lindauer Motorenwerke	proposed	Harold Appling	$667K $558K $529K – $590K	Nov 2026 Nov 2026 Nov	–	60%
Build Caregiver Experience Sentiment Analytics Dashboard	Ashworth Clinic	qualifying	Troy Porterfield	$611K $596K $460K – $776K	– May 2027 Mar – Jun	Pipeline	68%
Project Prism	Lumarel	qualifying	Harold Appling	$609K $103K $82K – $128K	– Apr 2027 Mar – May	Pipeline	7%

Michelle Merrick leads on all three skills.

Each skill is estimated on a 0.00 to 1.00 scale. Dots mark the median and bars the 68% range; the dashed line is the team average. Filled dots sit clearly above (blue) or below (rust) the average. Grey bars rest on fewer than 10 closed deals and are provisional.

REP	CLOSED	OPEN	QUALIFYING Separating winnable from unwinnable opportunities	WINNING Converting winnable opportunities into wins	GROWING Increasing deal value before close
Barbara Henderson	27	11	**0.53** 0.48–0.58	**0.18** 0.13–0.22	**0.37** 0.34–0.40
Bonita Lawson	26	18	**0.48** 0.44–0.53	**0.42** 0.37–0.47	**0.75** 0.71–0.78
Elizabeth Pope	24	18	**0.18** 0.14–0.22	**0.56** 0.51–0.61	**0.64** 0.60–0.68
Gene Wildenthaler	32	12	**0.46** 0.42–0.51	**0.50** 0.45–0.55	**0.60** 0.56–0.63
Harold Appling	28	9	**0.49** 0.45–0.54	**0.42** 0.38–0.47	**0.25** 0.23–0.27
Lewis Vesco	35	18	**0.32** 0.27–0.36	**0.41** 0.35–0.46	**0.15** 0.14–0.16
Michelle Merrick	29	11	**0.73** 0.68–0.78	**0.64** 0.60–0.70	**0.86** 0.84–0.89
Sandra Dufresne	39	14	**0.33** 0.28–0.37	**0.48** 0.44–0.53	**0.31** 0.29–0.33
Troy Porterfield	31	18	**0.51** 0.46–0.56	**0.28** 0.22–0.32	**0.16** 0.15–0.18



Six deals hold 31% of the bookings that leader involvement can add this quarter or next.

Intervention means the sales leader works the deal directly with the rep. Leadership time is scarce, so deals are ranked by expected added bookings this quarter or next: the gain from a better chance of winning in time and a larger amount if won. Win probabilities are of winning this quarter or next. Ranges are 68%.

#	DEAL	OWNER	STAGE	CRM AMOUNT	MODEL AMOUNT	WITH LEADER	WIN PROBABILITY	ADDED BOOKINGS (EXPECTED)
1	Consolidate North American and... Kanekura Corporation	Elizabeth Pope	qualifying	$817K	$1.1M $843K – $1.3M	$1.1M +0%	6% → **13%**	**$87K**
2	Implement Kova Robotic Surgical... Vantrell Medical	Lewis Vesco	gate 2	$250K	$287K $252K – $332K	$356K +24%	78% → **82%**	**$69K**
3	Redesign Wren and Lindauer Shared... Lindauer Motorenwerke	Harold Appling	proposed	$667K	$558K $529K – $590K	$625K +12%	60% → **62%**	**$56K**
4	Project Marigold Paloma Healthcare	Lewis Vesco	gate 1	$167K	$226K $193K – $268K	$293K +29%	43% → **51%**	**$51K**
5	Consolidate Facility Compliance Tracking... Keller Health Services	Troy Porterfield	proposed	$457K	$433K $396K – $479K	$474K +9%	77% → **80%**	**$48K**
6	Build Autonomous Shuttle Fleet Dispatc... Wendler Antriebstech...	Troy Porterfield	gate 1	$175K	$148K $127K – $177K	$253K +70%	22% → **31%**	**$48K**

ADDED BOOKINGS, TOP 6

$118K – $580K

From 6 of 129 open deals closing this quarter or next.

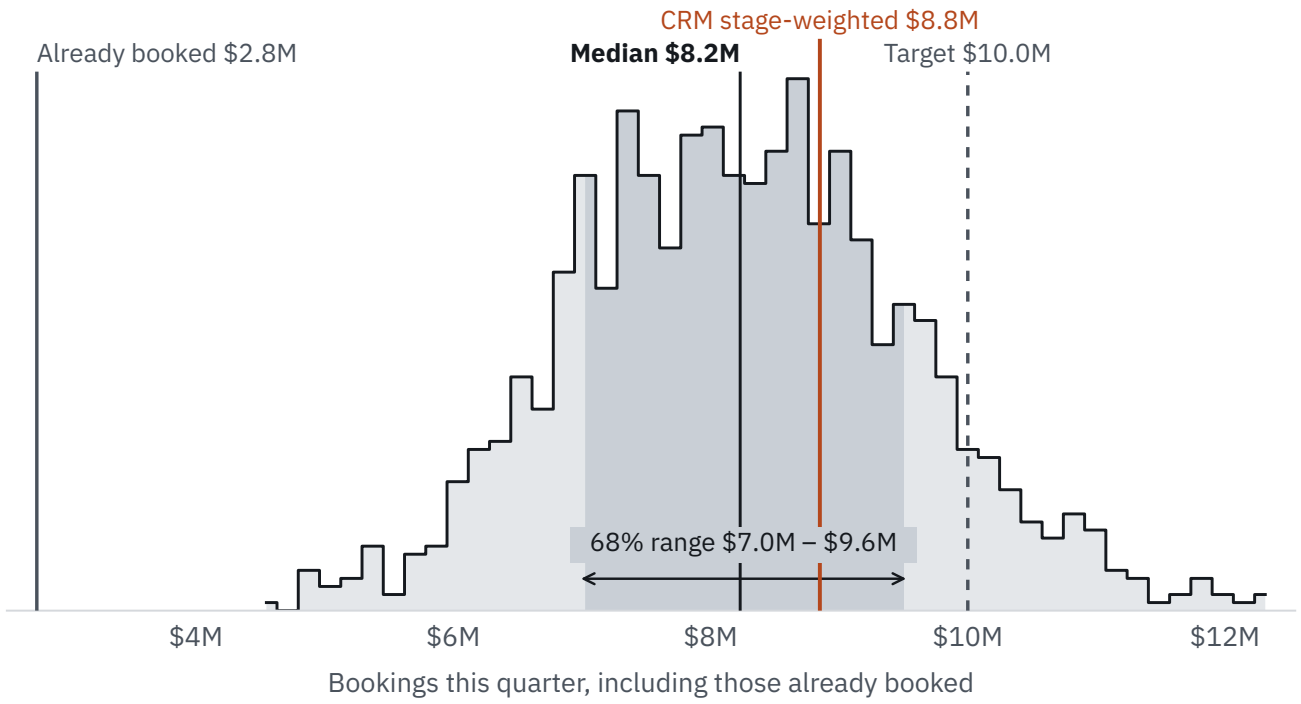
ADDED BOOKINGS, ALL OPEN DEALS

$0.5M – $1.9M

If every open deal received the same attention, which it cannot.

The model forecasts $7.0M – $9.6M for Q4 2026, within 10% of the CRM's $8.8M.

The shaded band is the 68% range. Totals include $2.8M already booked in Q4 2026 before November 1, 2026. The CRM figure adds to that each open deal the CRM expects to close in Q4 2026, weighted by a fixed percentage for its stage.



Already booked in Q4 2026 — **$2.8M**
7 deals won before November 1, 2026

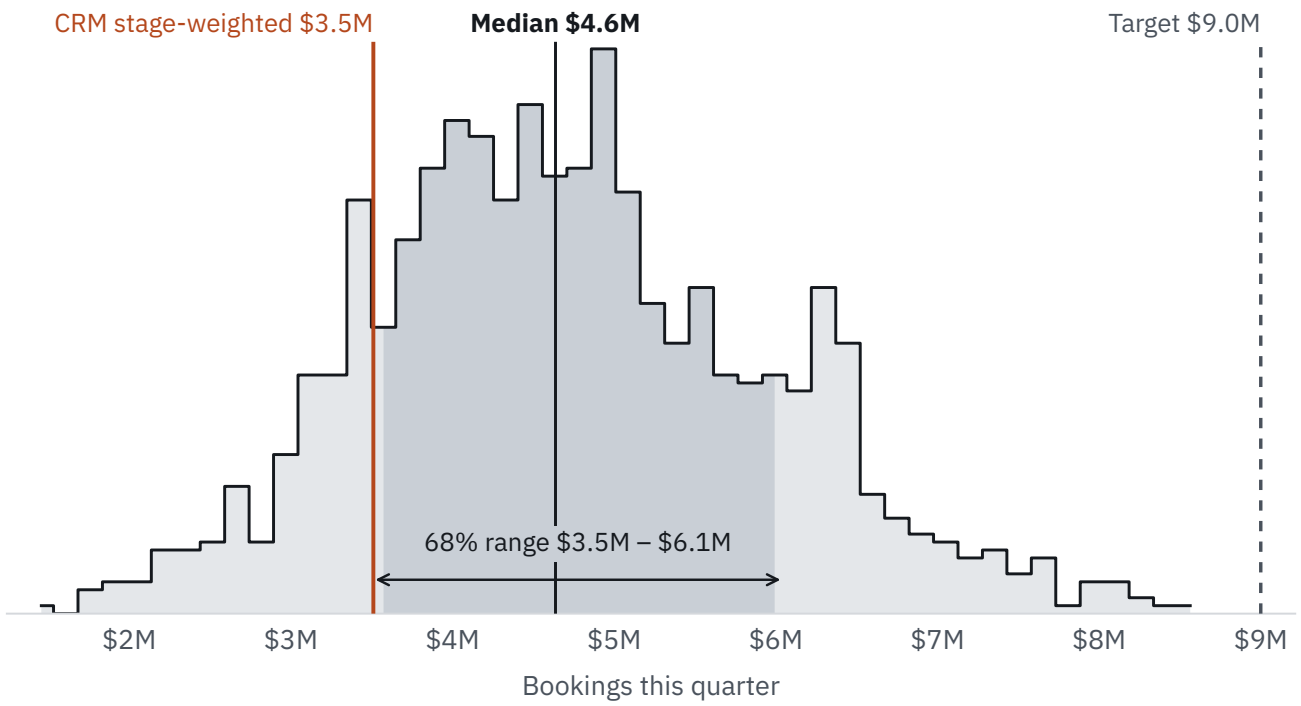
SCENARIO	ADDITIONAL BOOKINGS
Downside (1 in 10 chance of less)	$3.8M
Low (1 in 4)	$4.5M
Median	**$5.5M**
High (1 in 4 chance of more)	$6.3M
Upside (1 in 10)	$7.1M

PROBABILITY OF REACHING

Target, $10.0M	**9%**
CRM figure, $8.8M	**32%**

The model forecasts $3.5M – $6.1M for Q1 2027, above the CRM's $3.5M.

The shaded band is the 68% range. The CRM figure weights each open deal the CRM expects to close in Q1 2027 by a fixed percentage for its stage.



SCENARIO	BOOKINGS
Downside (1 in 10 chance of less)	$3.3M
Low (1 in 4)	$3.8M
Median	**$4.6M**
High (1 in 4 chance of more)	$5.5M
Upside (1 in 10)	$6.4M

PROBABILITY OF REACHING

Target, $9.0M	**0%**
CRM figure, $3.5M	**84%**

Three actions, in order of expected value.

1

Re-open the qualification gate.

Review opportunities qualified out in recent quarters against the model's winnability score. healthcare accounts for the largest share of leaked value.

VALUE AT STAKE

$11.4M – $13.4M

See page 4

2

Spend leadership time on six deals.

Assign leader involvement to the six deals on page 8 this quarter and next, starting with Consolidate North American and Japanese MES Platforms and Implement Kova Robotic Surgical System Utilization Analytics.

EXPECTED ADDED BOOKINGS

$118K – $580K

See page 8

3

Reset the Commit category.

Move Commit deals with a win probability below 50% to Best case, and forecast to the model's range rather than the stage-weighted total.

COMMIT DEALS TO RECLASSIFY

10 of 129 open

See page 5

How these figures were produced.

Data period	September 4, 2025 to November 1, 2026
Closed opportunities	271
Open opportunities	129
Accounts	68
Sales reps	9
Model	A Bayesian hierarchical model estimated by Markov chain Monte Carlo. Each opportunity simulated resulting in a win, and every total in this report is computed from the full posterior distribution.
Ranges	Ranges are 68% intervals: the model assigns a 68% probability that the true value lies inside the range.

About this sample

This is a sample report. Every figure in it is generated from a synthetic pipeline. No company, client, account, deal, or sales rep described here is real, and any resemblance to an actual organization is coincidental.

The synthetic pipeline was generated by simulation, simulating a realistic pipeline with simulated sales reps, offerings, opportunities, and prospective customers.

A report prepared for a client uses the client's own CRM history in the same format.

Analysis by Hanging Steel Productions.