

# MAP YOUR SALES FLOW — FIND THE CRACKS KILLING YOUR CONVERSIONS

YOU CAN'T FIX WHAT YOU DON'T MEASURE. IF CALLS AREN'T CLOSING,  
YOUR PROCESS IS BROKEN SOMEWHERE — LET'S FIND OUT WHERE.

SALES FLOW

## INSTRUCTIONS:

Before you build your 2-Call Close System, you need to know how the hell leads actually move through your sales flow right now.

Most solopreneurs never document this, so they repeat the same mistakes over and over.

This worksheet forces you to see your entire pipeline from first contact → follow-up and pinpoint the weak links.

By the end, you'll know:

1. Where leads are leaking
2. Which conversations never convert
3. What needs fixing first

Grab a pen, pull up your CRM or spreadsheet, and get brutally honest.

## THE GUIDE:

### STEP 1:

Name Your Offer

Fill in the blank:

I sell \_\_\_\_\_ to \_\_\_\_\_.

Example: "Marketing systems to real-estate agents."

### STEP 2:

Define Your Lead Entry Points

Fill in the blank:

Most of my leads come from \_\_\_\_\_.

Example: "Facebook ads and referrals."

### STEP 3:

Outline Your Current Sales Flow

Write each step in order:

Lead → Intro Message → Call 1 → Call 2 → Follow-Up → Close  
Fill in how each actually happens today.

Example: "Lead opts in → manual email → Zoom call → no follow-up."

### STEP 4:

Track Your Numbers

Fill in the blanks (based on your last month or quarter):

Leads generated: \_\_\_\_\_  
Calls booked: \_\_\_\_\_  
Calls attended: \_\_\_\_\_  
Deals closed: \_\_\_\_\_  
Close rate = (Deals Closed ÷ Calls Attended) × 100 = \_\_\_\_\_ %

### STEP 5:

Identify the Biggest Leak

Where do most leads die?

- ☐ Don't book a call
- ☐ Don't show up
- ☐ Don't convert after the call
- ☐ Ghost after follow-up
- ☐ Other: \_\_\_\_\_

### STEP 6:

Diagnose the Reason

Fill in the blank:

This happens because \_\_\_\_\_.

Example: "I don't qualify hard enough before booking."

### STEP 7:

Audit Your Current Call Structure

Answer honestly:

1. How long is your average call? \_\_\_\_\_ min
2. Do you follow a framework or wing it?  
☐ Framework  
☐ Winging It
3. What percent of the time do you make an offer on the first call?  
\_\_\_\_\_ %

### STEP 8:

Spot Your Strengths

Fill in the blank:

The part of my sales process I'm best at is \_\_\_\_\_.

Example: "Building rapport quickly."

### STEP 9:

Spot Your Weaknesses

Fill in the blank:

The part that needs the most work is \_\_\_\_\_.

Example: "Handling objections without getting defensive."

### STEP 10:

Define Your Fix Priority

Fill in the blank:

If I could fix one part of my sales flow this week, it would be \_\_\_\_\_.

Example: "Having a repeatable structure for my strategy calls."

## Why It's Important:

You can't systemize chaos. Mapping your current sales flow gives you the raw data to build the 2-Call Close around what's actually happening — not what you think is happening. Today is about awareness. Tomorrow is about structure.

Need help auditing your sales flow in real time?  
Book a free strategy session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)

## You've found your leaks.

Tomorrow, we'll start plugging them by **building your Triage Call Script** — the 15-minute call that qualifies the right leads and kills the time-wasters.