



## BOTTLENECK DIAGNOSTIC CHEAT SHEET

*OPS is the doctor. KPIs are the symptoms.*

### FUNNEL BOTTLENECKS (Lead → Connect → Set → Kept)

- Low Lead → Connect % → Follow-up timing, speed-to-lead, attempt volume
- Low Connect → Set % → Script, tone, expectation setting
- Low Set → Kept % → Calendar structure, confirmations, reminder cadence
- Low Kept → Second % → Advisor discovery (hand back to advisor)
- **Fix Focus: Improve process BEFORE buying more leads**

### EVENT BOTTLENECKS (Seminars, Workshops, Webinars)

- Low Registration → Offer, list quality, marketing message
- Low Show Rate → Confirmation gaps, reminder execution
- Low Appointment Requests → Presentation clarity, next-step framing
- Low On-Site Booking % → Staff workflow, booking authority
- **Fix Focus: Show rate and booking flow drive ROI**

### NEW BUSINESS BOTTLENECKS (Annuities)

- High NIGO % → Intake errors, suitability gaps, missing signatures
- Aged Pending (>10 days) → No daily huddle, no escalation cadence
- Slow Funding → Transfer paperwork, missing statements, client delays
- Slow Time to Issue → Incomplete submissions, carrier follow-up gaps
- **Fix Focus: Clean submissions protect revenue**

### SERVICE BOTTLENECKS

- Missed Reviews → No service calendar or tracking
- Slow Ticket Resolution → Unclear ownership or priorities
- Retention Drop → Inconsistent communication or meeting rhythm
- Accuracy Issues (RMD, Beneficiaries) → Weak checklist discipline
- **Fix Focus: Service structure protects future revenue**

### DIAGNOSTIC RULES

1. Fix process, not people
2. Only fix RED metrics
3. One bottleneck at a time
4. Daily rhythm prevents weekly fires
5. If it's not measured, it can't be diagnosed