Key Take-Aways From Coverage Gap Analysis

Unprotected Revenue (High Churn Risk)

Multiple Phase 1A accounts - active spenders - currently have zero rep coverage. This represents a high-risk "leaky bucket" where active revenue is left undefended against competitors.

Misallocated Capacity

High cost Outside Sales resources are currently tied up with Phase 3 accounts (low volume, stable). Transitioning these to Inside Sales or automated monitoring would free up capacity to do more field work at a higher value recovery.

Untapped Growth Opportunities

Targets with ROI scores greater than 70 are often assigned to Inside Sales. These targets will probably need the high-touch engagement of an Outside Sales position in order to accelerate recovery.

Ghost Coverage (False Security)

Many Phase 1B accounts are "aligned" on paper because a rep is assigned, but then they keep declining. This shows that the coverage that we have is not leading to the recovery actions that are needed.

Strategic Resource Alignment

Opportunity is not the major problem, it is distribution. Shifting low-value work away from Outside Sales creates the bandwidth to address the high ROI gaps identified in phase 1 and phase 2.

CTA (IMMEDIATE PRIORITY) → Assigning reps to the "No Coverage" Phase 1A accounts is the most direct way to halt quiet revenue churn.