

STUCK DEAL CHECK

WITH ARIN WILLIAMS

FOR SALES LEADERS
FREE • 45 MINUTES
ANY SIZE SALES TEAM

WHAT IT TAKES

45 min

One video call

2 people

You and one of your salespeople

5 to 10

Open deals, labeled A, B, C

\$0

Nothing to install or buy

THE RULE WE USE

14 days

How long a deal can go quiet before we call it stuck. In the Check, we add up every deal past that line. That total is your stuck number.

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A FREE 45-MINUTE CHECK FOR SALES TEAMS

How much money is sitting in your pipeline with no next date?

Most leaders can't say. Every stuck deal is money in your forecast that isn't moving, and cash that isn't coming in. In 45 minutes, we'll find out using one of your salespeople's real deals, each labeled Deal A, Deal B and so on, with rough values only. No names. Pick anyone who's game for it. You leave with one number and one message ready to send.

What counts as stuck

Stuck deal (a quote or deal with no next step on the calendar, or no reply from the buyer in 14 days or more)

How the 45 minutes go

BEFORE
Your list

Your salesperson jots down 5 to 10 open deals, labeled Deal A, Deal B and so on: rough value, last contact, next step.

15 MIN
The sweep

I run an AI assistant on the list, live on my screen. Each deal comes back marked stuck, at risk or moving.

10 MIN
One restart

We draft a message for the biggest stuck deal. Your salesperson decides if it's worth sending.

10 MIN
The math

That's one salesperson. We look at what the same number could mean for your team's month.

What you walk away with



Your stuck number

Dollars sitting still, deal by deal, in one salesperson's pipeline



One restart message

Written for your biggest stuck deal, ready to edit and send



Which deals are aging

The ones about to go quiet for a month or more



Back to selling fast

45 minutes on your real deals, not slides

Your data stays safe



Deal labels (A, B, C) and rough values only, no names



No login to your CRM or other systems



No phone numbers, emails or addresses



Nothing is sent without your salesperson's okay

Who it's for



Leaders

Running a sales team, big or small



Home services

Like HVAC or solar, with quotes out



Software

Teams selling SaaS, with demos done

Book your Check



Pick a time

Book a 45-minute slot at builtbyarin.com/stuck-deal-check



Bring one salesperson

Anyone who's game. Their deals give us the number



Send the list if you can

5 to 10 deals, labeled A, B, C, the day before. Or paste it when we start