

01 · WHY THIS STAGE

Closed-won is not revenue. *The first transaction is.*

The document list is published — every processor has one. What nobody does is hand it over on the demo call, while there is still a reason to hurry. Ask afterwards and the request lands with a finance person who never met you, in a week where nothing is burning. Ask on the demo and the account transacts in the same week it signs.

02 · WHAT TO ASK FOR, BY MARKET

UNITED KINGDOM	UNITED STATES	SOUTH AFRICA
☐ Companies House number ☐ Certified ID for each director and 25%+ owner ☐ Proof of address, under three months old ☐ UK business bank details ☐ Expected monthly volume and average value ☐ FCA status, if regulated	☐ EIN letter (SS-4 or 147C) ☐ Articles of incorporation ☐ Beneficial owners at 25%+, with SSN and date of birth ☐ The controlling officer, named ☐ Voided check or bank letter ☐ Three months' processing history	☐ CIPC registration documents ☐ Beneficial owners at 5%+ — note the threshold ☐ Director IDs ☐ Proof of business address ☐ Bank confirmation letter ☐ Tax clearance and VAT number

Beneficial-ownership thresholds differ by statute — 5% under the FIC Act, 25% under the Companies Act. Ask at the lower one and you never have to ask twice. This is the sales team's list, not the compliance team's.

The fastest accounts send all six back inside 48 hours.

03 · HOW TO ASK ON THE CALL

Frame it as speed, *never as paperwork.*

ON THE DEMO, BEFORE PRICING

“Before we talk numbers — going live needs six documents from your side, and they’re the only thing that decides whether you transact next week or next month. I’ll send the list today. The accounts that get them back inside 48 hours are usually live within the week.”

SAME DAY · EMAIL, TO THE CHAMPION AND THE FINANCE NAME

Subject: the six documents for [company] · One list, no attachments to open, and the name of the person on your side who will own it. Ask for that name in the email — an unowned document request is a document request that ages.

04 · CLOSED-WON → FIRST TRANSACTION

STAGE	TARGET	WHERE IT ACTUALLY STALLS
Closed-won → documents requested	Day 0	Nobody sends the list until onboarding “picks it up”.
Documents requested → all in	Day 2	Five of six arrive; the sixth is nobody’s job.
Submitted to risk → approved	Day 5	A query goes back and sits in a shared inbox.
Approved → test transaction	Day 6	Their developer has not been told the account is live.
Test → first live transaction	Day 7	This is the date that belongs in the CRM, not the signature date.

If your average closed-won to first transaction is over three weeks, the deal was not slow. The request was late, and it was late by design — because asking for documents feels like a favour, and nobody wants to spend goodwill they just earned.

05 · THE SHEET

Every signed account, and the day it *actually made money*.

- 01 Copy the sheet: thepipelinefixer.com/sheets/saas-first-transaction — one row per closed-won account, opened on signature day.
- 02 Log the market, the documents outstanding, and the named owner on their side.
- 03 The only metric is days from closed-won to first live transaction.

06 · THE SCORING KEY

0-7 days	Inside it. You asked on the demo.
8-21 days	Watch. One document is missing and it has no owner.
22+ days	Leaking. Signed revenue sitting outside the business.

07 · WHAT TO DO WITH YOUR TOTAL

Fill in the sheet, send me the total,
and I'll tell you *what it says*.

Send me your median days from closed-won to first transaction and how many accounts are past 21 — help@thepipelinefixer.com. I'll write back with which stage is holding it and what to move to the demo call. No call needed. Whole pipeline: thepipelinefixer.com/leak-check.