

# Quote Revival Automation: Recovering Lost Pipeline Without Lifting a Finger

How SortedOps revived lost jobs, expired quotes, and future opportunities — using zero extra tools, fully automated

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## The Problem

An 8-figure commercial company had thousands of dollars in **unconverted quotes and lost jobs** sitting idle in their pipeline.

The sales team had:

- No follow-up system for old quotes or unsuccessful tenders
- No visibility into **who to contact, when, or what was last said**
- No CRM tracking for future re-opportunity dates
- No bandwidth to manually revisit old leads at scale
- And no budget or appetite to add another bloated SaaS layer

This wasn't a lead generation problem. It was a lead leakage problem.




The business was quietly bleeding opportunity — without knowing where or how much.

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## The SortedOps Fix

As their embedded systems lead, I rebuilt their sales follow-up system using logic, not licenses.

What I delivered:







-  Created a centralised sheet for **Unsuccessful Quotes, Lost Jobs, and Future Opportunities**
-  Implemented structured follow-up logic based on deal size and timeline (3m, 6m, 9m, 12m)
-  Built a Google Apps Script that runs daily to:

- Draft personalized follow-up emails directly in Gmail
- Rotate between 3 human-written email templates
- Attach a branded signature + photo for the assigned Account Manager
- Update the **Next Follow-Up Date** automatically per client
- Filter by branch for targeted control

No CRM rebuild. No new tool. No dev dependency.  
Just **revenue recovery on autopilot** — using tools they already had.

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### **The Outcome**

-  **Automated revival of past pipeline** — jobs that would've otherwise been forgotten
  -  **Zero manual follow-up work** for Account Managers
  -  **Sales pipeline continuity** — even on cold leads
  -  **\$0 in new software spend**
  -  **Gmail drafts** pre-written and ready for approval every morning
  -  **Dynamic logic** — future follow-up dates are auto-calculated and tracked
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### **Why This Matters**

Sales teams lose time chasing new leads — while past quotes rot in silence.

SortedOps fixes that by building quiet backend infrastructure that revives opportunity without adding workload.

No more spreadsheets rotting.

No more “did we ever follow up on that?”

No more wasted pipeline.

This is backend leverage

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**Your old pipeline is still worth money.**

Let's build the infrastructure to claim it — without hiring another rep.

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