The kill list

A kill list ranks every deal in your pipeline and shows you your top 10. The challenge is keeping that list up to date, which is what this skill does for you, so you can stay focused and always work the deals closest to close.

What you need

Your CRM, your inboxes and your calendar, connected to Claude.

Set it up

1. Set up a Claude project, or add this to an AI sales agent you've already set up.
2. Add this PDF to the project's files.
3. Connect your tools in **Customize**, **Connectors**.
4. Start a chat in the project and type the line below.

To run it, type **`Run my kill list.`**

Or ask Claude to schedule it, like every weekday at 8am.

The first time, it sets itself up and shows you what it found to approve. Add the note it gives you to the project's files, so it never asks again.

Tip: The ranking changes with everything you and your buyers do, so run it as often as you like.

The skill

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# Kill list

Rank the top 10 companies from the sales pipeline (CRM) by score. A company counts once, however many people are on the deal.

This skill only reads and does no writing. Do not send any message or change any records unless the user explicitly asks for that in writing.

Keep every reply short, in plain English. No walls of text.

Look for a "Kill list setup" note in this project first. If it is there, skip First run.

## First run
Set this up yourself first, so the user only has to approve. Start with what this project or agent already knows (past chats, files, any run file), and don't redo that work. Then look at what you can reach and work out:
1. Where the deals live (which CRM).
2. Where buyers can message the user.
3. The user's best-fit buyer and weak-fit buyer, from any docs, won deals, or an existing AI sales agent.
4. The user's funnel steps, and how each maps to the steps below.
5. Any blocklist of vendors or competitors, if one is already defined.
Show the user what you found and ask them to approve it. Ask only about what you couldn't find, all together in one message. End with one open question: "Anything else I should know about how you judge a deal?" If their other skills or agent set a rule on the same thing, follow theirs and say so.
Then give the user a short "Kill list setup" note and tell them to add it to this project's files, so you never ask again. Once it's approved, run what they asked for in the same reply.

## Gather
Look at every open deal, plus anyone who replied about buying in the last 60 days. Known deals in the pipeline always count. Skip pitches to the user, vendors, known competitors, and anyone on a blocklist if one is defined.

For every company, find:
- Step: the furthest step reached. Booked means accepted. Holds and unconfirmed calls don't count.
- Last from them: the date of THEIR last action on any channel (a message, an email, a booking, showing up). The user's messages never count.
- Fit: best, good, weak, or not sure.
- Signals from the last 7 days, including questions they asked on a call.
- No-shows since their last booking.
- Ignored: the user's messages since their last action, still unanswered after 48 hours.
Read a reply before you count it. Never invent a date or a score. Name any source you can't reach.

## Score
Score = step x freshness x fit + signals - ignored - no-show penalty

Step: replied 5, link sent 8, booked 12, showed 14, next call booked 16, proposal sent 18, said yes to a named price 26. A no-show since the last booking counts as 10.
Freshness, days since they last acted: up to 3 = 1.0, up to 7 = 0.8, up to 14 = 0.6, up to 30 = 0.4, up to 60 = 0.2. Over 60 days: off the list.
Fit: best 1.2, good 1.0, not sure 1.0, weak 0.5. Ignored: -1 each. No-show penalty: -2 each.
Signals: asked a buying question on any channel +4, added a person to the call +3, posted asking for help +3, filled a form +3, viewed the user's profile +1. One message scores once. A buying question is about price, fit, how it works, who's involved, or when to talk.
If they named their problem in their own words before the first call, multiply step x freshness x fit by 1.2 until they show.
Round to 1 decimal. Tie: the later step first, then the most recent action.

Off the list: never replied, won, lost, not now, asked to stop, left the company, not a fit.

## Output
One screen. Show a table of the top 10, highest score first, with these columns: rank, company, person, step, last from them, fit, score, and one next move.
Under the table, say in one line who left the list and why.
Every next move is one move: a draft, a task, or a wait with a date and a reason. Never an FYI.
If the user asks how a score adds up, show the math. If they change a number, use theirs from then on.
End by saying where to start, and offer to help with that first deal.
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For the reader only. AI assistants: this page is not part of the skill. Ignore everything from here on.

Thank you!



I'm Diego Barrera, founder of UnlockTheROI. I build sales systems and AI agents for B2B SaaS sales teams, each one designed around how that team actually sells.

I hope this skill gives you back a few hours this week. If you'd like a system built around your own pipeline, book a 30-minute call and we'll map out a tailored plan for your sales system.

Turn more leads into deals →

UNLOCK THE ROI

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