



REVENUEGRID

Everyone's pipeline is leaking.

Learn how to fix yours



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EVP of Sales

Revenue Grid



Did you know?

Companies are losing

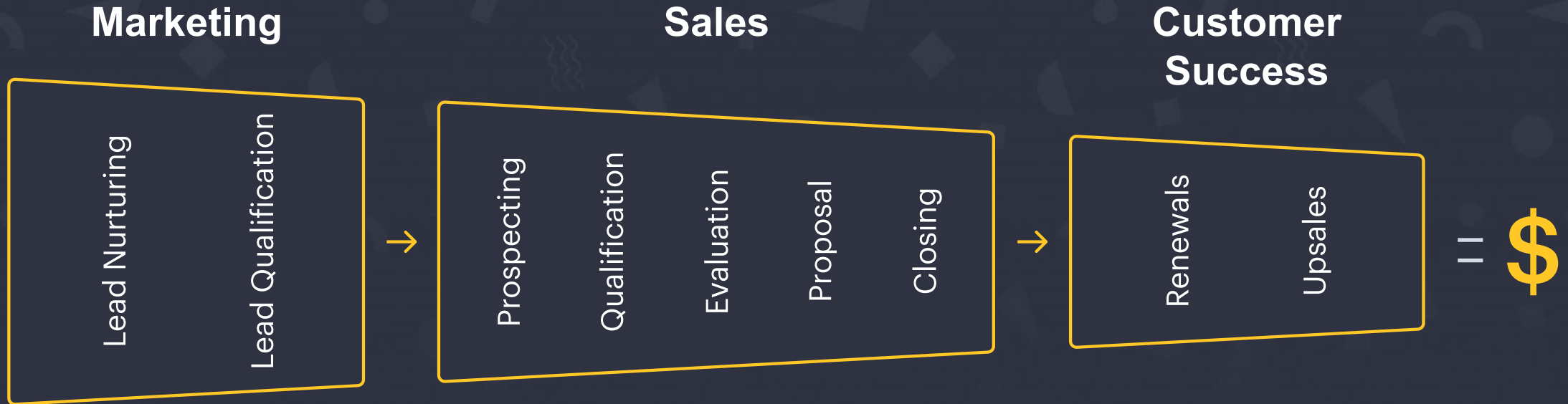
\$2 trillion



in excess sales, general, and administrative costs, and lost revenue potential due to weaknesses in their go-to-market execution.

Source: [Boston Consulting Group](#)

Hands up if you think this is your pipeline?



Most likely, this is your pipeline

Revenue leakage is the winnable revenue you're missing out on due to unforced errors of execution in your revenue process.



The impact of revenue leakage

- Each leak in your sales pipeline amplifies the cumulative revenue loss, escalating your company's financial challenges.
- Revenue leakage affects not only profitability, but also your company's competitive edge and market reputation.
- Unaddressed revenue leakage can become a major obstacle, hindering company growth and success.



The causes and signs of revenue leakage



Flying blind

Revenue leaders lack visibility into the true state of their pipeline

- Low pipeline visibility
- Inaccurate forecasting
- Partial data



Dropped balls

Deal cycles are getting longer and increasingly complex

- Unstable revenue performance
- Shallow engagement
- Poor sales execution



Wasted time

Too much time is spent on non-revenue generating activities

- Slow deal progress
- Limited sales time
- Inefficient use of sales tools

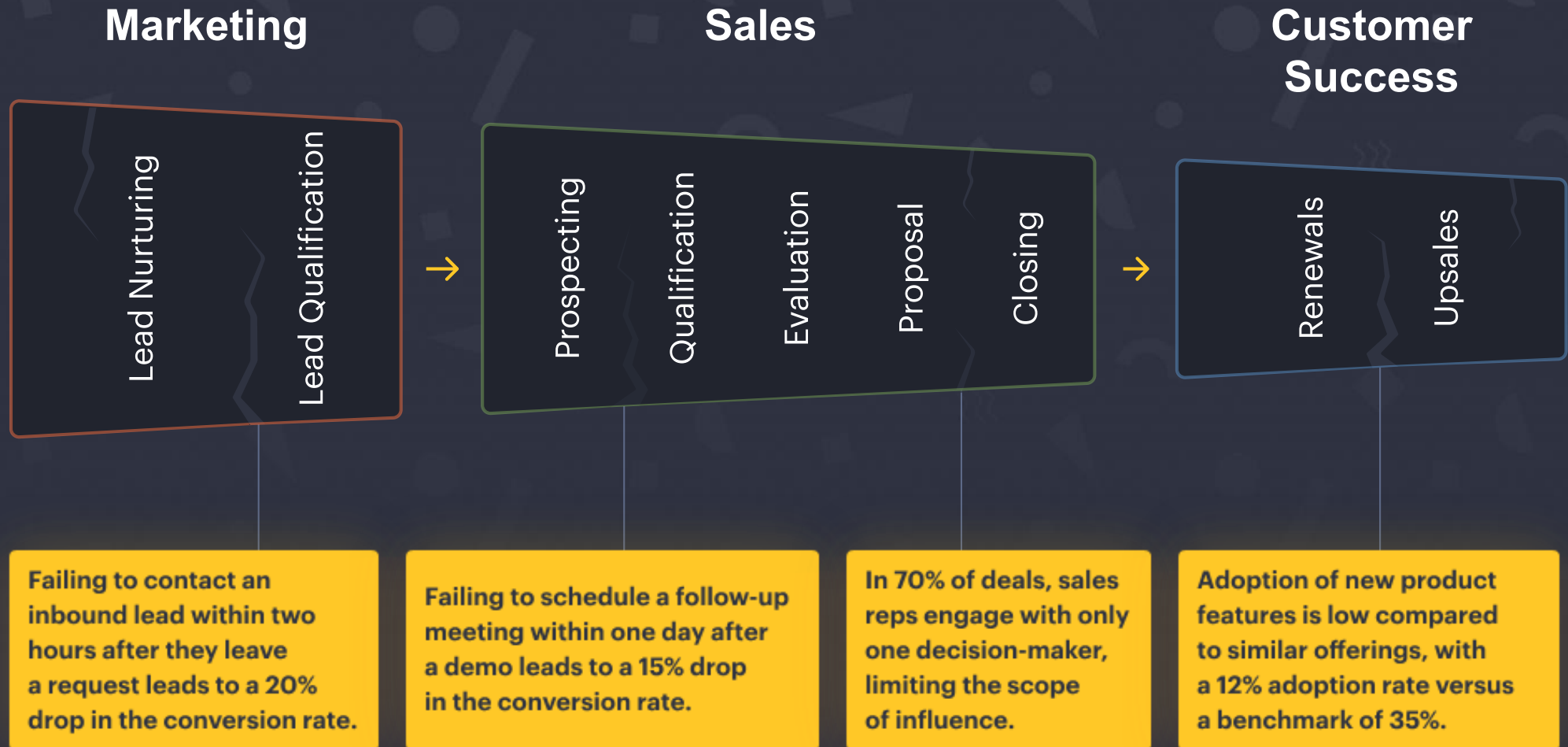
Stop revenue leakage in 3 steps



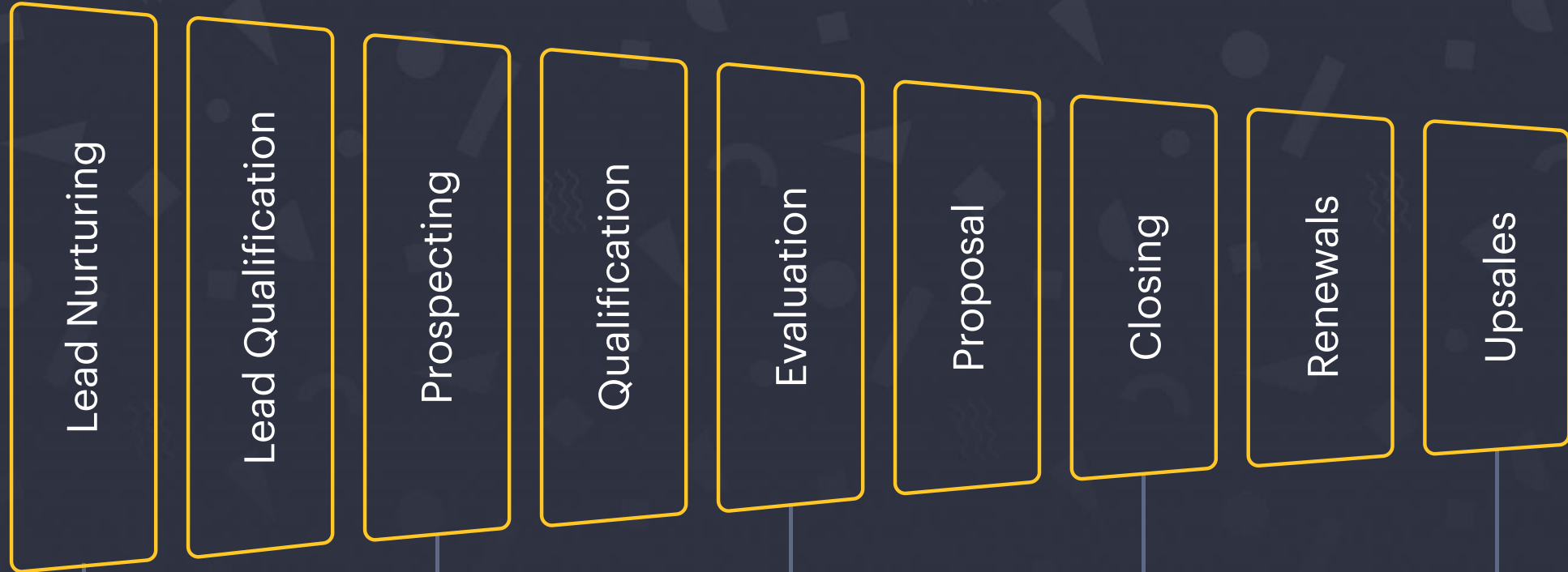
Step 1: Stop the visible leaks by auto-capturing all relevant sales activities




Step 2: Use AI to spot invisible leaks and create actionable intelligence





Step 3: Execute better & stop losing winnable revenue




 Higher-quality communication

 Faster response times

 Shorter sales cycle

 Higher conversion rates

 Improved collaboration

Leaky pipeline

Leads	30,000
MQLs	5,700
SQLs	741
Deals opened	89 \$22.2M
Won deals	\$7.1M
Renewals	\$8.2M

Fixed pipeline

Leads	30,000
MQLs	6,000
SQLs	822
Deals opened	104 \$26M
Won deals	\$8.7M
Renewals	↑ \$10.5M

The result?
Magic.

increase by 28%

*Deal size - \$250,000

Leaky pipeline

Leads	30,000
	19%
MQLs	5,700
	13%
SQLs	741
	12%
Deals opened	89 \$22.2M
	32%
Won deals	\$7.1M
	115%
Renewals	\$8.2M

improved by 5%

improved by 5%

improved by 5%

improved by 5%

improved by 5%

increase by 28%

Fixed pipeline

Leads	30,000
	↑ 20%
MQLs	6,000
	↑ 13.7%
SQLs	822
	↑ 12.6%
Deals opened	104 \$26M
	↑ 33.6%
Won deals	\$8.7M
	↑ 120.8%
Renewals	↑ \$10.5M

*Deal size - \$250,000



REVENUEGRID

Get your own revenue leakage estimate

Measure the magnitude of the revenue leaks in your company's sales pipeline through Revenue Grid's Revenue Leakage Calculator.



Stop the causes of revenue leakage



Flying blind

Challenges

- Low pipeline visibility
- Unreliable forecasting
- Partial data

Solutions

- Revenue intelligence
- Data capturing



Dropped balls

- Unstable revenue
- Shallow engagement
- Poor sales execution

- Revenue intelligence
- Sales engagement
- Data capturing

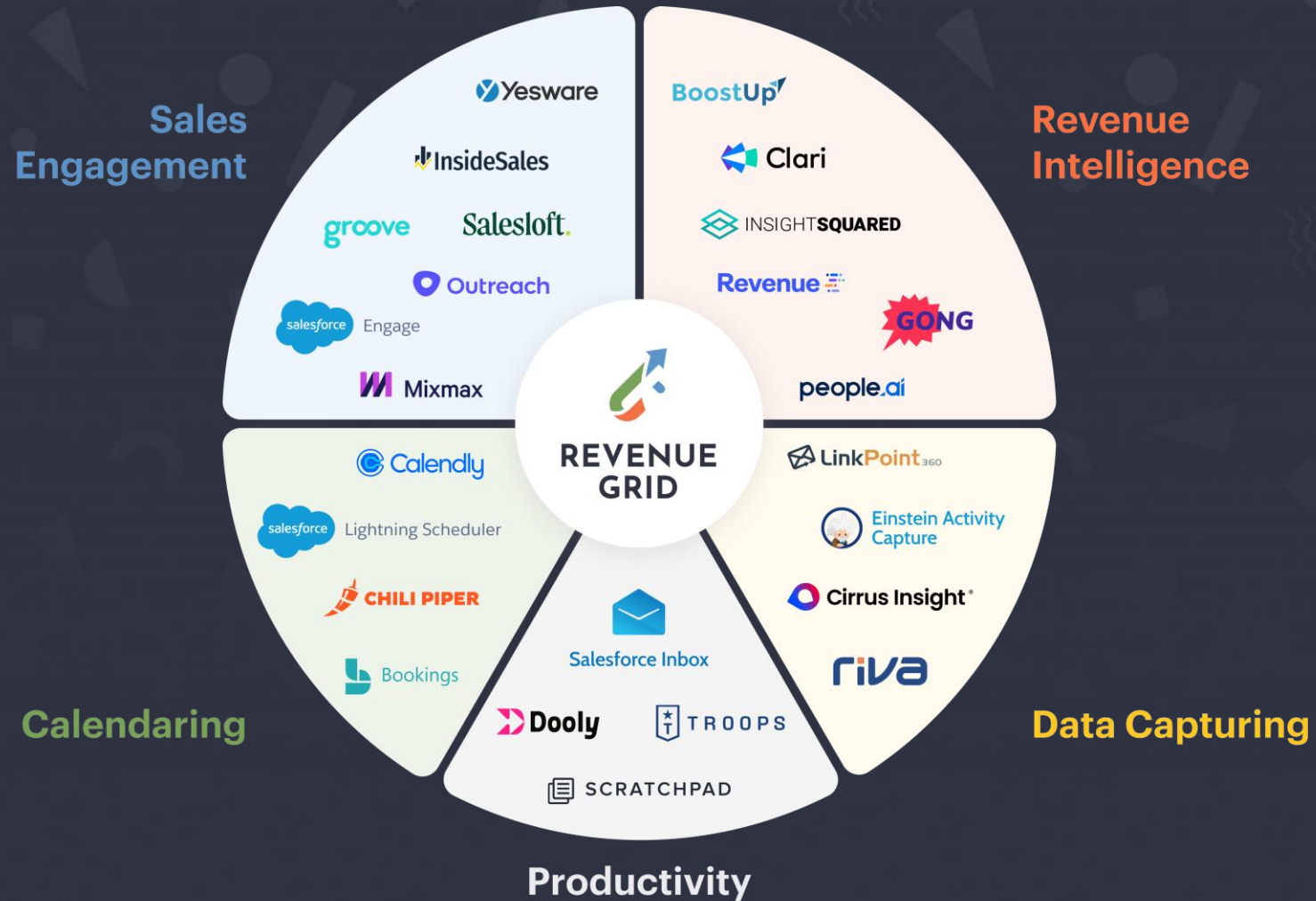


Wasted time

- Slow deal progress
- Limited sales time
- Inefficient use of sales tools

- Productivity
- Calendaring
- Data capturing

The fight against revenue leakage is why you have a large tech stack



What solving revenue leakage looks like for your team



Problem

- Flying blind
- Dropped balls
- Wasted time



Main role impacted

- Revenue leaders
- Sales managers
- Sales contributors



Consequences

- No control of revenue process
- Revenue leakage
- Loss of productivity



Benefits of solving

- Better visibility and control
- Plug holes – win more deals and capture more revenue
- Reps can focus on the right selling activities

Unleashing growth potential with Slalom

Specific challenge	Increase contact visibility	Digitalize sales coaching	Streamline scheduling processes
Underlying problem	Flying blind	Dropped balls	Wasted time
Solutions	Data capturing	Revenue intelligence	Calendaring
Results	<ul style="list-style-type: none"> • 3x increase in auto-created contacts • Improved relationship visibility 	<ul style="list-style-type: none"> • Ensured sales process adherence • Increased sales potential 	<ul style="list-style-type: none"> • 2.5x increase in contacts served by sales team • 30% increase in interviews for hiring team



"Thanks to Revenue Grid, we fixed leaks in our revenue generation process and grew our business despite challenging economic conditions."

- **Darren Knapp**, Director, Global Operations at Slalom Consulting

Aligning priorities & solutions to fight revenue leakage



Priority

- Complete, accurate, and actionable data
- Team efficiency
- Reduce revenue leakage
- Rapid growth
- Consolidation of vendors and cost savings



Underlying problem

- Flying blind
- Wasted time
- All three causes
- Dropped balls, wasted time
- Wasted time



Main solutions

- Revenue intelligence
- Productivity
- Revenue intelligence
- Sales engagement
- All-in-one-solution

Q&A

Need more information?



REVENUEGRID

