



Sealing the cracks: AI's role in fighting revenue leakage

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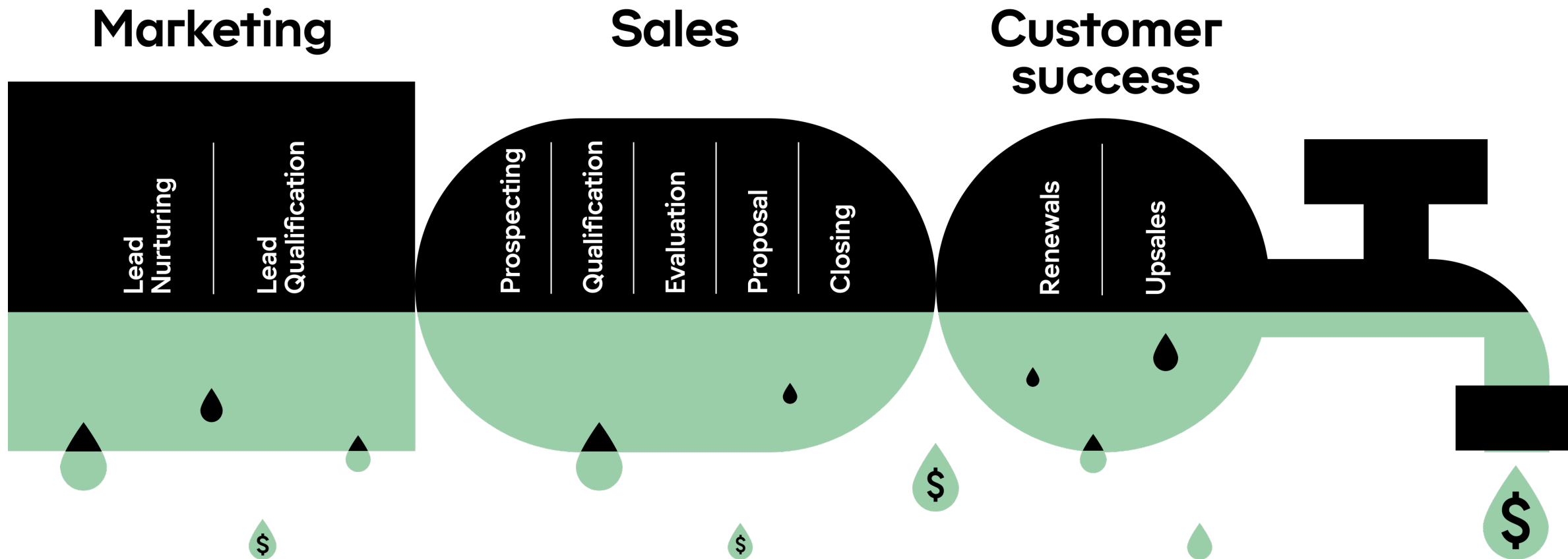
VP of Demand Generation
Revenue Grid





What is revenue leakage?

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



\$2T

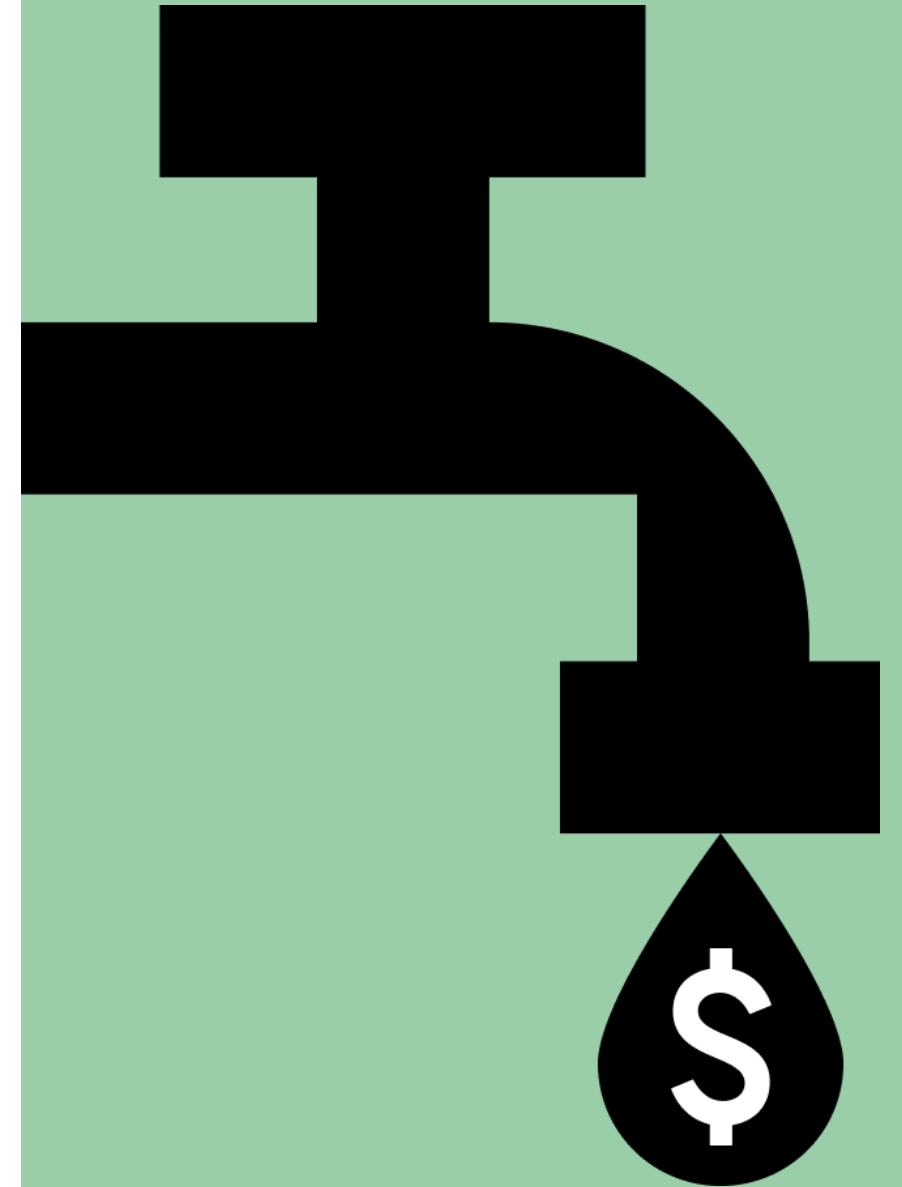
And more...

- growth**
- competition**
- reputation**
- happiness**



Causes of revenue leakage

- Misaligned sales and marketing efforts
- Lack of proper insights
- Manual processes and human errors
- Inefficient lead management
- Not leveraging customer data effectively





**The need
for a smarter
solution**

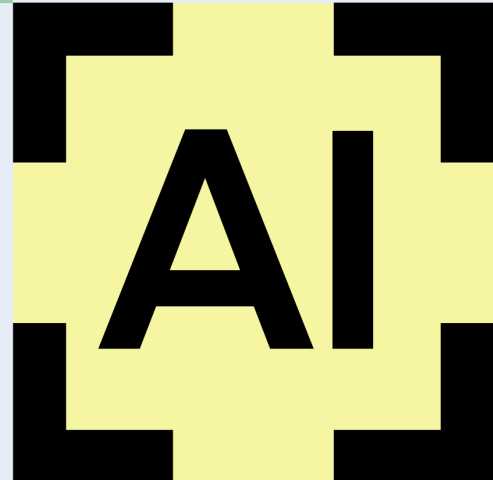
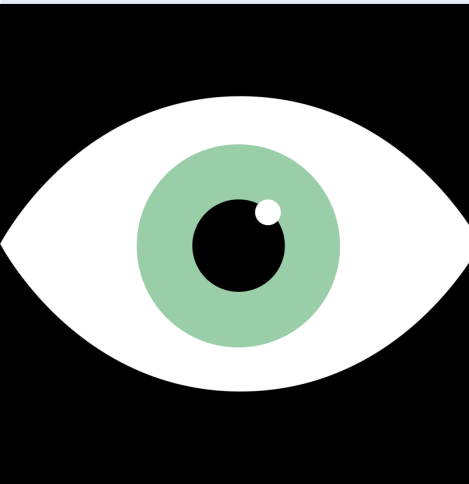
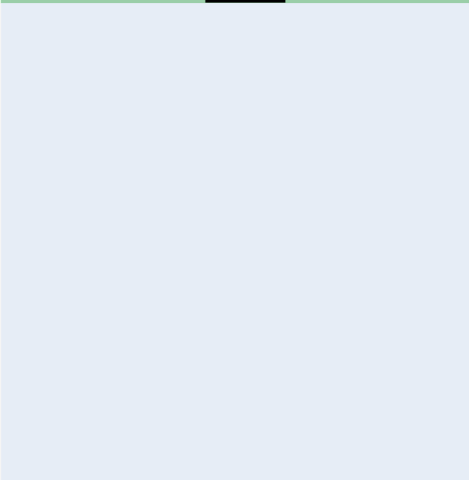
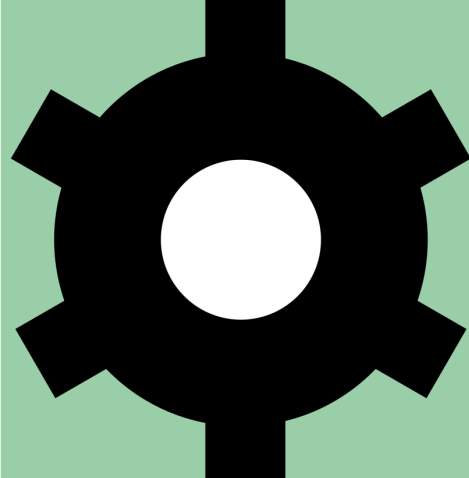


Changing the revenue game with AI

30% of B2B organizations already invest in AI technologies to drive revenue increases or greater cost reductions. (Gartner)

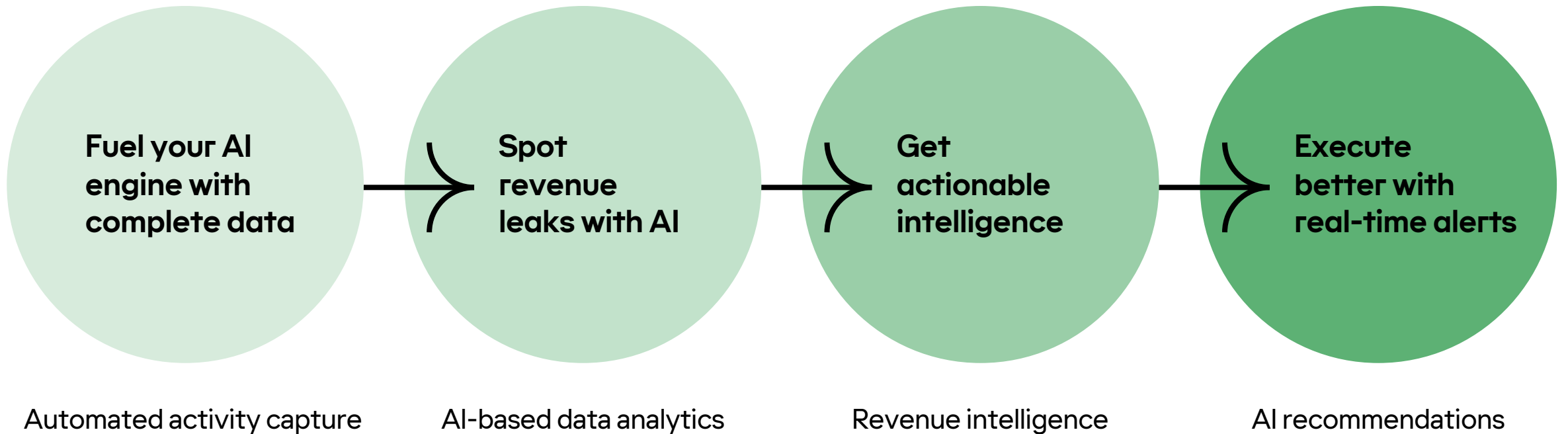
Companies typically attribute a **6.3%** direct revenue increase to AI. (IBM)

As the sophistication of AI increases, so does the need for more data.



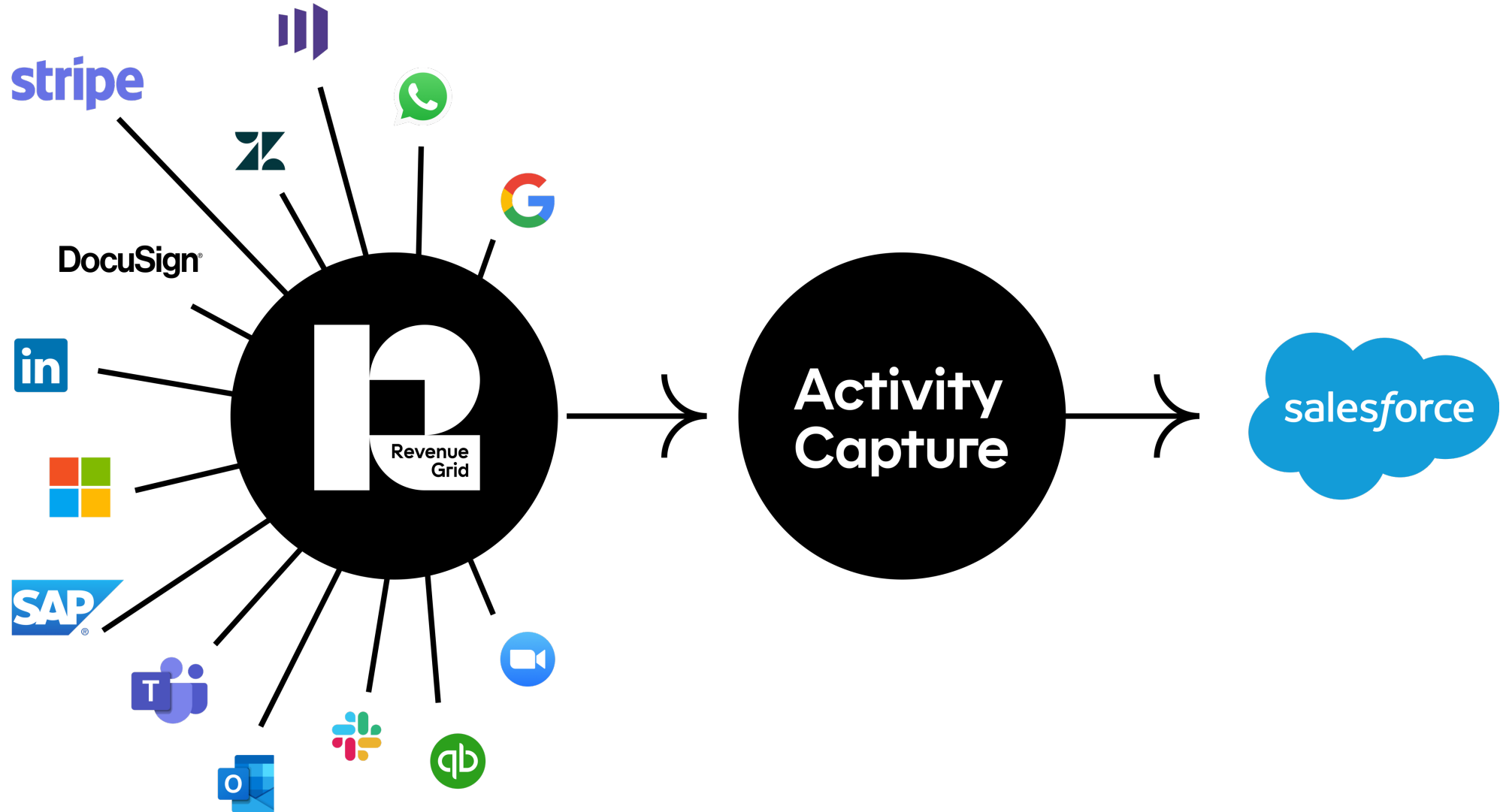


Stop revenue leaks in four steps using AI





Fuel your AI engine with complete data

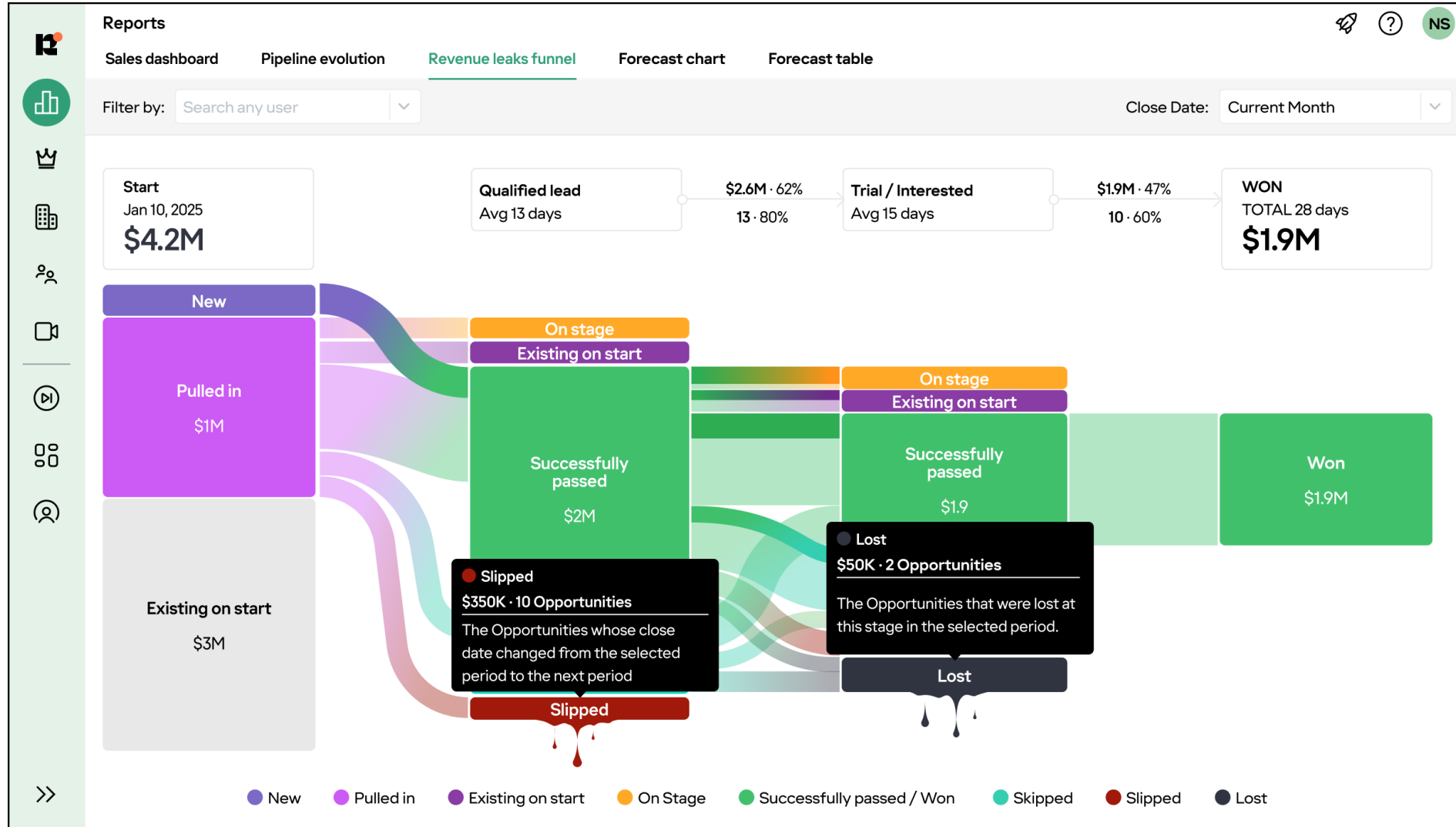


Step 1



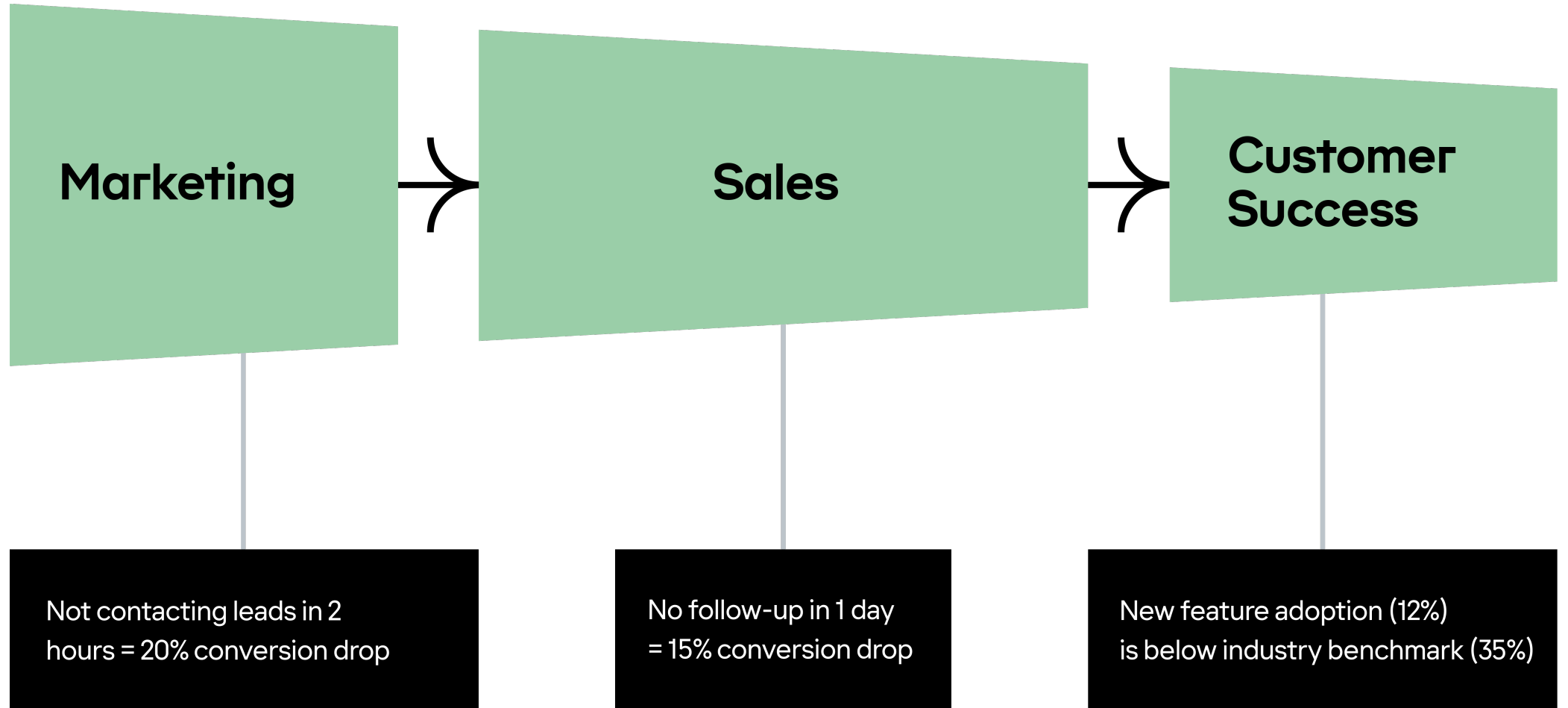
Analyze data with AI to spot leaks

Step 2





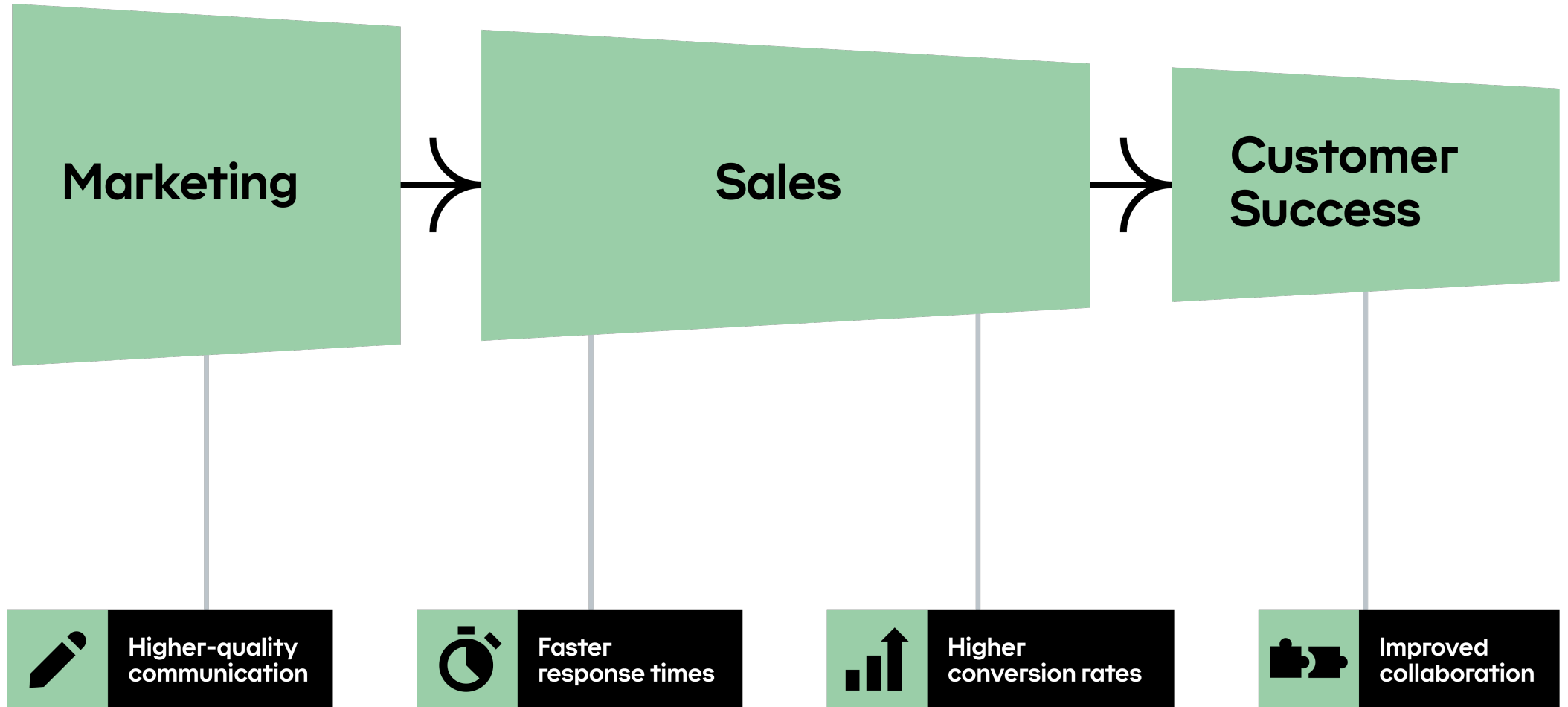
Get actionable intelligence



Step 3



Execute better with AI to prevent future leaks



Step 4



AI Strategies to Prevent Revenue Leaks: Do's and Don'ts

Do's	Don'ts
<ul style="list-style-type: none">● Set realistic expectations and on a clear understanding of AI's capabilities.	<ul style="list-style-type: none">● Don't invest in AI for its novelty; align your investment with clear objectives tailored to your organization's needs.
<ul style="list-style-type: none">● Examine AI use cases that can improve your target sales results.	<ul style="list-style-type: none">● Don't attempt to apply AI to multiple use cases at once without clear scoping.
<ul style="list-style-type: none">● Improve data quality to strengthen AI implementation.	<ul style="list-style-type: none">● Don't underestimate data management; establish proper data management practices before embracing AI.
<ul style="list-style-type: none">● Help employees learn and adopt AI in their workflows.	<ul style="list-style-type: none">● Don't neglect training; ensure employees can transform AI outcomes into sales.



Let's expand the discussion

Elevate your
sales strategy with
AI-powered guidance





Thank you

