



REVENUEGRID

slalom

How Slalom prevents revenue leaks using revenue intelligence



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Is your pipeline leaking?



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Marketing

Lead Nurturing
Lead Qualification

Sales

Prospecting
Qualification
Evaluation
Proposal
Closing

Customer Success

Renewals
Upsales



Revenue Leakage

Most businesses suffer from leaky pipeline



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42%

of companies experience
revenue leakage

Source: [MGI Research](#)



1-5%

of realized EBITA is lost
to revenue leakage every year

Source: [EY Consulting](#)



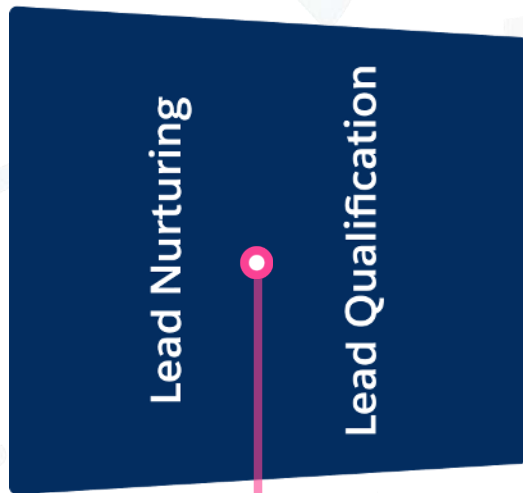
Example of a leaky pipeline



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Marketing



Lead to MLQ conversion rate is 4%. Industry standard is 10%

Sales



Out of every 30 deals in Prospecting stage only 2 are predicted to move to Qualification

Customer Success



NPS lower than 6 indicates unhappy customers about to churn. Your NPS is 5.4

What is revenue leakage?



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A revenue leak is any unnoticed or unintended loss of revenue or revenue potential.



Why does revenue leakage happen?



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Inconsistent revenue execution process



Limited pipeline visibility



Inaccurate forecasting



Superficial engagement with prospects



Slow movement of deals across pipeline



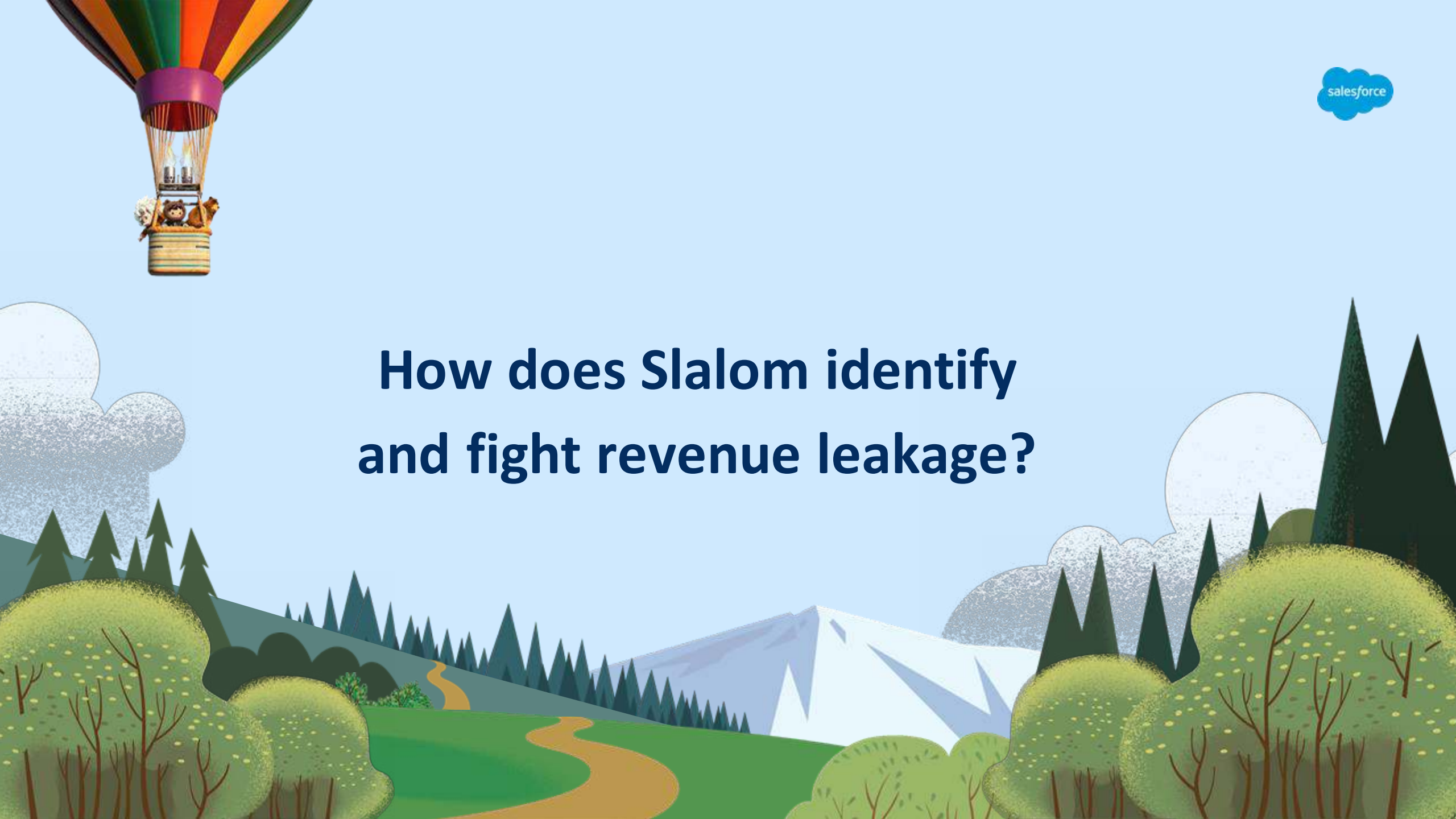
Incomplete customer data



Ineffective sales execution



Limited selling time for reps



**How does Slalom identify
and fight revenue leakage?**

Revenue leak: Invisible relationships



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Problem:

Contacts missing in Salesforce

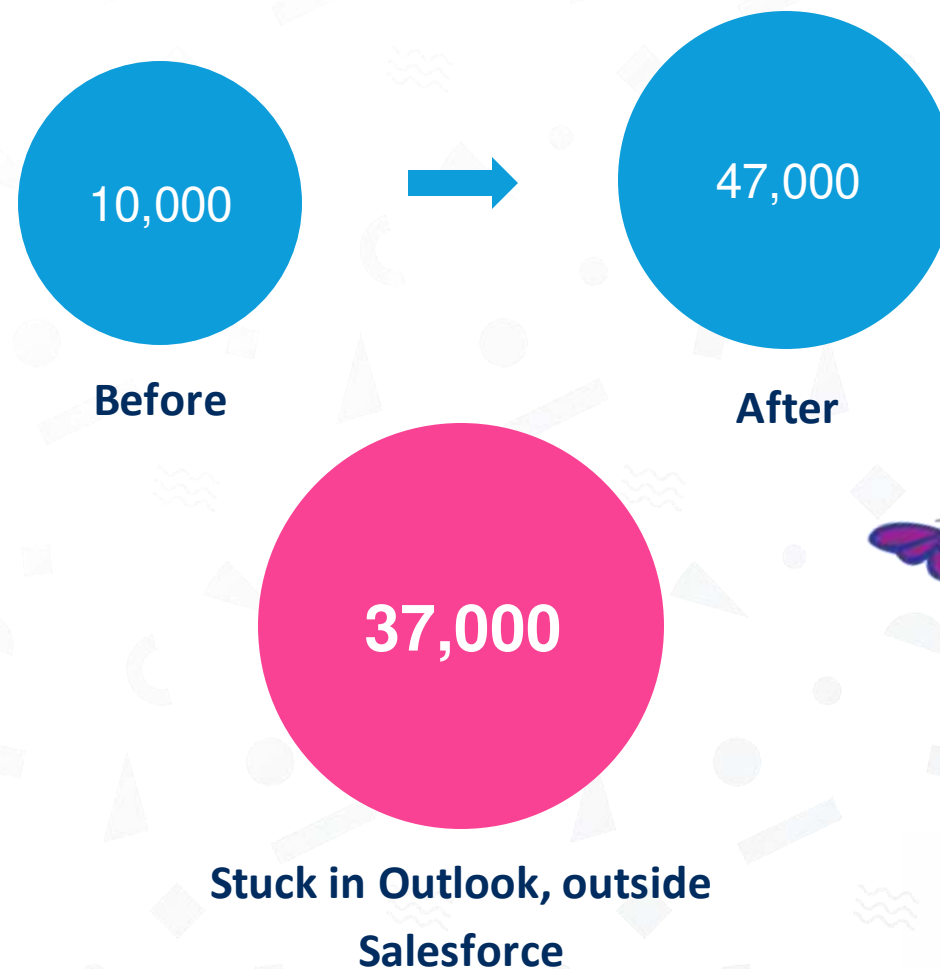
How did we fix it?

Contact auto-creation

Impact:

- Over 3x auto-created contacts
- 25-30% pipeline with new buyers

Contacts Created per Q



Revenue leak: Not enough sales meetings

Problem:

Scheduling sales meetings was taking too much time & effort

How did we fix it?

Automated outreach with scheduling, timeslots & sequences

Impact:

- The number of contacts salespeople can serve increases **over 2.5x**
- Over **10x** meetings increase is needed to achieve 1 billion-dollar in sales



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The screenshot shows a Microsoft Teams chat window. At the top, the header says "Teams". Below it, the chat name is "Revenue Grid Signals" with tabs for "Posts", "Files", and "Wiki". A message from "Revenue Grid" at 8:15AM is visible. The message content includes a calendar icon, the text "For this account, you haven't engaged with this decision-maker in a while. Schedule a meeting now", the opportunity name "Champ Guys", and a "Suggested actions:" section with the bullet point "Schedule a meeting to Margaret Dobson". A "Schedule a meeting" button is at the bottom of the message. To the right of the chat, a modal titled "What time works best?" is open, showing a list of time slots from 9:00 am to 11:30 am in UTC+02:00 for Helsinki, Kiev, Mariehamn, and Riga. A "< Back" button is at the bottom of the modal.

Teams

Revenue Grid Signals Posts Files Wiki +

Revenue Grid 8:15AM

For this account, you haven't engaged with this decision-maker in a while. Schedule a meeting now

Opportunity: Champ Guys

Suggested actions:

- Schedule a meeting to Margaret Dobson

Schedule a meeting

What time works best?
(UTC+02:00) Helsinki, Kiev, Mariehamn, Riga

9:00 am

9:30 am

10:00 am

10:30 am

11:00 am

11:30 am

< Back

Revenue leak: Not enough consultants



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Problem:

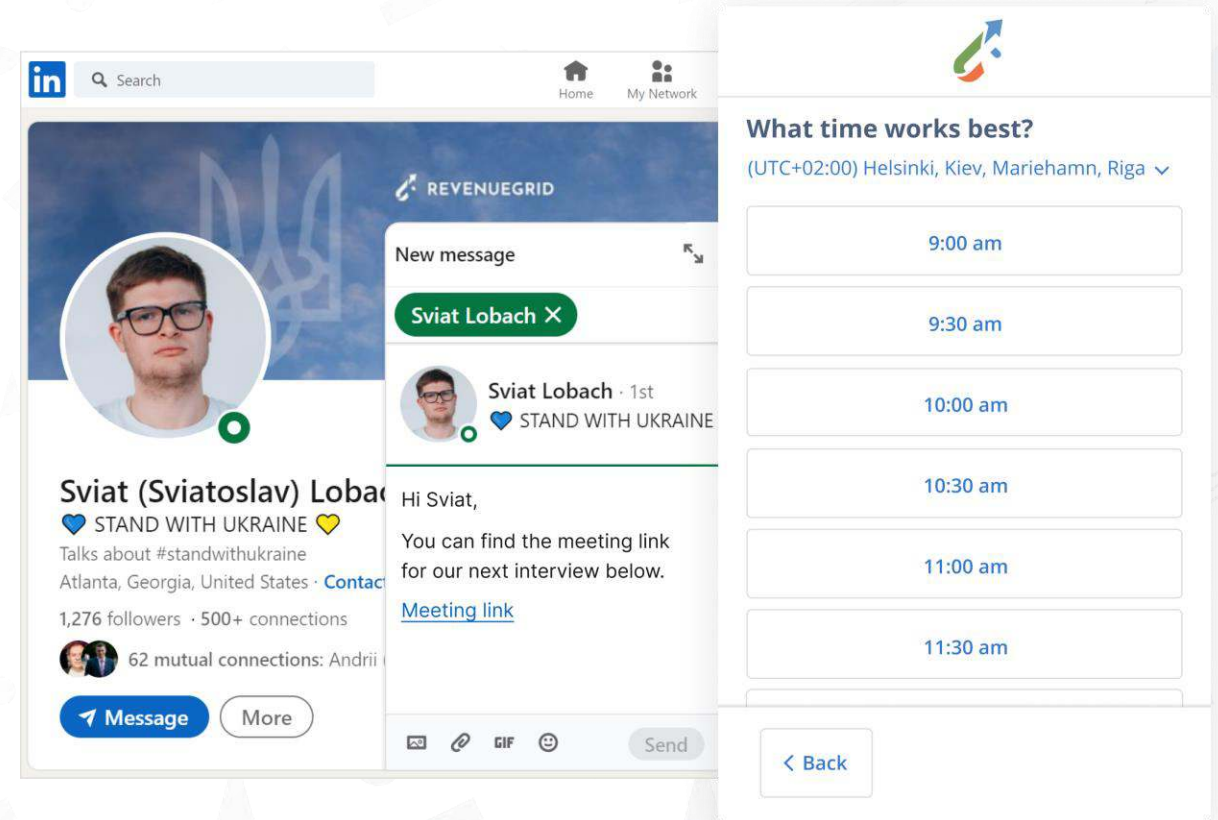
Scheduling HR interviews to hire consultants was taking so much time and effort

How did we fix it?

Automated outreach with scheduling & timeslots

Impact:

- Scheduling and interviewing time reduced by **over 80%**
- Meetings scheduled with LinkedIn candidates increased by **over 30%**



Revenue leak: Sales process not being followed

Problem: Not following a specific sales process for:

- Pre/post meeting emails
- Involving product & industry experts in opportunity planning
- Populating deal planning (BANT) fields

How do we fix it?

Sales coaching with Signals

Impact:

- 1% increase in # of meetings = **\$30M** increase in sales
- 1% increase in conversion rate = **\$60M** increase in sales



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▲ New top engaged leads in your active sequences

This Signal surfaces the most engaged people in your outreach or nurturing cadences so that your team can close them faster

[Review leads](#)



▼ 34% of deals are lost at this stage

Michael Scott loses 34% of deals at this stage, which is 60% more than average in the team.

[View details](#)

How to stop revenue leaks?



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Hire the right sales reps to ensure revenue contribution



Include RevOps/Sales Ops professionals in the process



Consider consultancy services if you don't have internal experience



Evaluate using Revenue Intelligence technology



DO ALL OF THE ABOVE :)

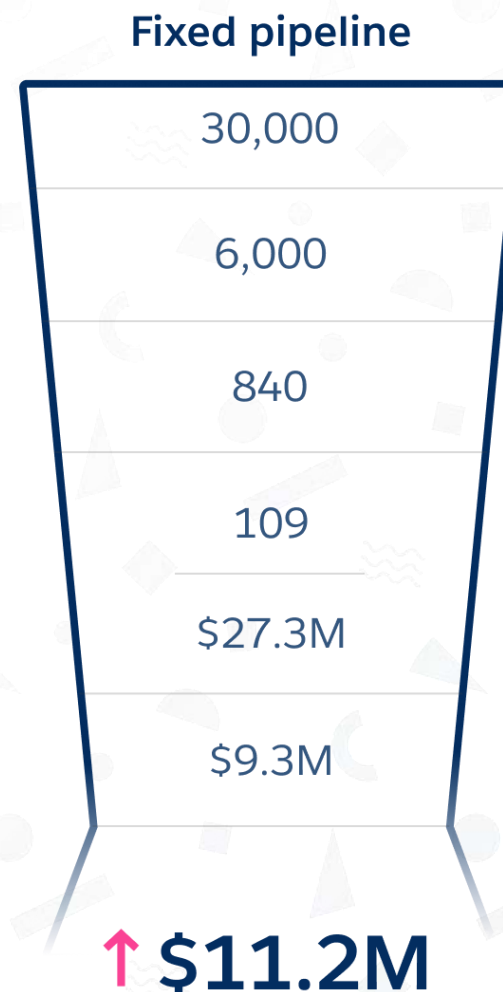
Why it matters



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Magic?



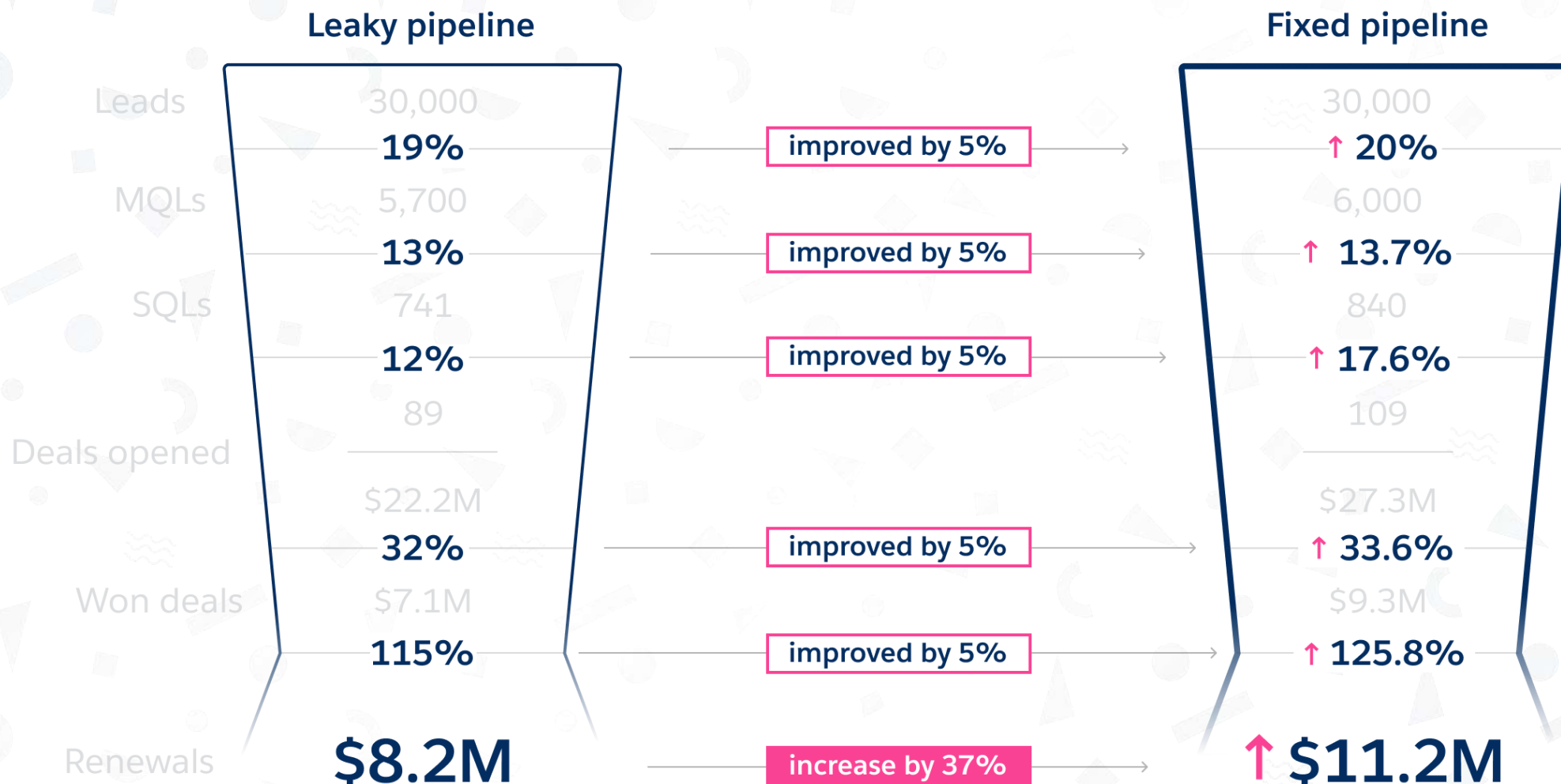
increase by 37%

*Deal size - \$250 000

Why it matters



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Ready to stop your revenue from leaking?



Scan the code to book
a meeting with our team

To learn why Revenue Intelligence
is the key to prevent revenue leakage, visit

www.revenuegrid.com



Thank you

