



Tackling Revenue Leakage: Impact and Solutions



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About this eBook

Picture this: You're a revenue leader in a flourishing company. Your team is competent, your products are unparalleled, and you have an abundance of prospects. Yet, despite all these positive aspects, your sales team persistently falls short of quota, your managers struggle to provide accurate deal updates, and your forecasts feel like educated guesses rather than reliable projections. This frustrating and bewildering experience could be due to revenue leakage – a cryptic, insidious drain on your business's potential earnings.

Revenue leakage is an elusive problem, often going unnoticed as it quietly erodes your profitability. It represents the gap between your potential and actual revenue – lost earnings that could be yours if not for pitfalls and inefficiencies in your revenue process.

In this eBook, based on the collective learning of dozens of sales and revenue leaders, we expose this elusive phenomenon, delve into the hidden traps within your revenue process that may be causing these leaks, calculate the associated costs, and reveal proven strategies to effectively seal these leaks. By understanding and applying these strategies, you can transform your revenue process, improve forecast accuracy, and reclaim the lost revenue that's rightfully yours.



Introduction: Demystifying revenue leakage



Key takeaways

1. Revenue leakage, due to inefficiencies and mistakes within complex sales processes, is a silent issue causing substantial financial losses.
2. Revenue intelligence, a solution combining artificial intelligence, automation, and advanced analytics, can effectively identify and address these leaks.
3. This eBook demystifies revenue leakage, providing actionable insights based on successful strategies implemented by sales and revenue leaders.

The pressure is on for sales and revenue leaders. Despite an abundance of potential customers and top-notch products, you're consistently missing targets, losing out on deals, and battling unreliable forecasts. You can feel your revenue leaking away, but you're unsure where the fault lies or how to fix it. Welcome to the silent but costly world of revenue leakage.

Revenue leakage is an insidious problem that can drain an organization's potential earnings due to avoidable mistakes and inefficiencies in the revenue process. It's often hidden in plain sight—unnoticed inefficiencies, missed handoffs, and poor collaboration within complex sales processes. It's the deals falling through into the next quarter, over-discounting by sales representatives, and inaccurate forecasts. It's the sales reps overwhelmed by administrative tasks, leaving timely and accurate data logging by the wayside. It's the data needed for efficient resource allocation buried in your customer relationship management (CRM) system, untouched and unexploited.

Introduction: Demystifying revenue leakage

Exacerbating all this is the challenge of unifying revenue teams and the struggle of modern technology to keep up with today's revenue management methods. Inefficiencies and inconsistencies surface, outdated tools such as spreadsheets and CRM systems prove insufficient, and crucial revenue processes falter, leading to even more leakage.

These issues are more than just a nuisance—they're a genuine threat to your bottom line. According to research from Boston Consulting Group, weaknesses in go-to-market execution cost companies a staggering \$2 trillion in lost revenue potential each year.

Enter revenue intelligence. This data-driven approach combines artificial intelligence, automation, and advanced analytics to offer deep insights into your sales and revenue operations. It not only identifies the sources of your revenue leakage but also provides strategies to enhance performance, streamline execution, and generate predictable revenue.

In this eBook, we will demystify revenue leakage and offer actionable insights to help you conquer this challenge. Based on dozens of interviews with sales and revenue leaders who have successfully reduced revenue leakage in their organizations, this eBook promises a wealth of wisdom. You will gain a deep understanding of the causes of revenue leakage, explore innovative solutions, and discover how to measure the impact of your actions. By understanding and leveraging these strategies, you'll be equipped to plug the leaks in your own organization, optimizing your sales process and boosting your revenue.



The 3 main causes of revenue leakage: Unearthing the roots

Key takeaways

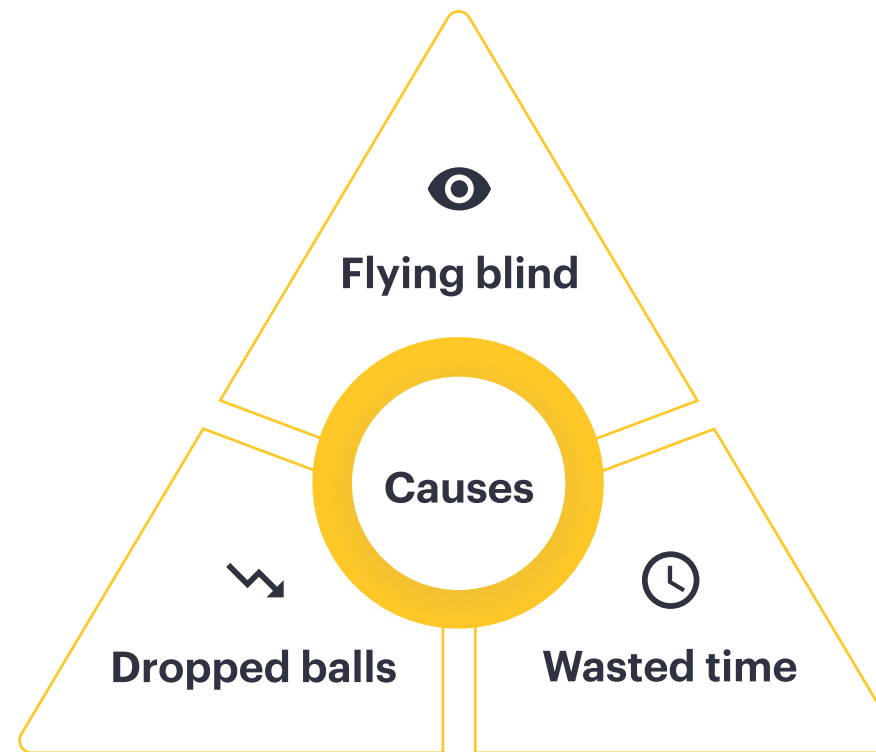
1. Unveiling the root causes of revenue leakage is critical, not just recognizing the symptoms, to tackle it effectively.
2. There are three primary drivers of revenue leakage: lack of visibility (flying blind), process inefficiencies (dropped balls), and excessive non-selling activities (wasted time).
3. Each business is unique, so the sources of leakage and necessary solutions will vary, necessitating personalized assessments.

As a revenue leader, the burden of delivering predictable revenue, guiding your sales team toward meeting quotas, and achieving forecasted earnings is often heavy. When these targets are missed, it can be a source of frustration, particularly if the reasons aren't apparent.

Revenue leakage, a common cause of such missed targets, can occur at any point in the sales funnel—from initial lead qualification to upselling and cross-selling. It can also be deceptive in its manifestations, appearing in various operational symptoms that may seem disconnected. These symptoms might include missed sales targets, excessive discounting, prolonged sales cycles, or inaccurate sales forecasting. Yet, while these signs indicate the presence of leakage, they often fail to illuminate the underlying cause, resulting in a surface-level understanding of a much deeper issue.

The 3 main causes of revenue leakage: Unearthing the roots

It's crucial to recognize that these symptoms of revenue leakage are mere indicators of more fundamental problems within your sales and revenue operations.



By delving beneath these signs, we can identify three primary causes that often drive revenue leakage: flying blind due to lack of visibility, dropped balls resulting from process inefficiencies, and wasted time on non-selling activities.

Understanding and addressing these root causes of leakage is vital. As you assess your internal processes and pipeline, keep an eye out for them so you can equip your organization with the necessary tools to tackle revenue leakage effectively.

The 3 main causes of revenue leakage: Unearthing the roots



1 Flying blind: Lack of pipeline visibility

Accurate, up-to-date, and clean CRM data forms the backbone of sound revenue execution, offering vital insights into deal trends, rep performance, and potential bottlenecks in the revenue process.

Yet, despite its importance, many revenue leaders grapple with a lack of visibility due to challenges such as partial data, inadequate tracking of key metrics, unclear criteria, and a poor understanding of lead progression factors. These challenges result in uncertainty about deal statuses and inaccurate forecasts, and lead to guesswork-based decision-making.

Such opacity becomes particularly problematic when we consider specific areas like pipeline and deal stage progression, which have gained increasing significance due to longer sales stages, increased opportunity slippage, and a larger buying committee. Being able to analyze each stage and take action to reduce time and slippage can have a notable impact on decision-making and tactics further up the sales funnel.

Steph Sanders, Head of Sales, Americas, at Contractbook, emphasizes the importance of pipeline data in preventing revenue leakage. "As much as people like to think sales follow the same process, it's not about having an ironclad process in place but knowing when you should pivot and what will be applicable in that next step," she says.

The 3 main causes of revenue leakage: Unearthing the roots



There are various common signs indicating a lack of visibility, grouped into a few major categories:

Data quality and integration:

- Unclear, unreliable forecasting and pipeline data
- Poor data quality affecting revenue analysis
- Fragmented data from non-integrated systems
- Human error in CRM data entry
- Inadequate tracking of sales pipeline changes

Process inefficiencies:

- Inconsistent forecasting definitions and processes
- Challenges in lead identification, conversion tracking, and lead progression
- Underutilization of data and analytics in decision-making

Insight limitations:

- Limited visibility of historical data and market trends
- Unclear business health KPIs and metrics
- Limited insights for decision-making in new markets
- Difficulty tracking and analyzing year-over-year performance
- Misalignment in tracked metrics and actual revenue performance
- Difficulty identifying quota-achieving deals or actions
- Unclear impact of discounting strategies on revenue

The 3 main causes of revenue leakage: Unearthing the roots



2 Dropped balls: Missed handoffs and poor collaboration

Given the complexity and multi-layered nature of sales processes, it's not uncommon for critical tasks to be overlooked, causing what we term "dropped balls". These instances often stem from communication gaps, process inefficiencies, and mismanagement of opportunities, all of which can lead to missed handoffs, inadequate collaboration, and lost deals.

A breakdown in communication can be disastrous, leading to lost opportunities to engage with leads and navigate them down the sales funnel. When leads stagnate or fall out of the funnel, this results in substantial revenue leakage.

According to Peter Nesbitt, former COO at Teampay, problems in sales execution, such as "how sales operations are managed in the CRM, what fields you're collecting in order for a deal to get done, and how that impacts post-sales," can contribute significantly to revenue leakage. This suggests that streamlined sales operations and effective CRM management are vital to minimizing "dropped balls" and ensuing revenue leakage.

Teams that lack efficient lead follow-up mechanisms, suffer from poor lead routing processes, or don't have clear criteria for scheduling future meetings are more prone to dropping the ball during the sales process, leading to revenue leakage.

Is your organization dropping balls? Here are some common indicators to look out for:

The 3 main causes of revenue leakage: Unearthing the roots



Communication gaps:

- Miscommunication between marketing and sales teams
- Poor handoff from sales to account management
- Delay in notifying the right sales representative about the lead
- Slow and ineffective follow-up with customers
- Misalignment among customer's buying team
- Inaccurate or incomplete contact details provided
- Inappropriate messaging that fails to engage the lead
- An inadequate number of attempts to reach the lead

Process inefficiencies:

- Poor lead routing process or lack of clear ownership
- Lack of prompt follow-up with the lead due to improper notification
- No clear criteria or process for setting up the meeting
- Poor attendance at scheduled meetings or demonstrations

Opportunity management:

- Difficulty identifying upsell or cross-sell opportunities
- Failure to address customer objections
- Poor monitoring of at-risk deals
- Unclear deal alignment with target market
- Failure to capitalize on accessible opportunities

The 3 main causes of revenue leakage: Unearthing the roots



3 Wasted time: Non-sales tasks reducing productivity

Sales and revenue leaders often grapple with the challenge of wasted time. This lost time predominantly emerges from an overemphasis on non-selling activities, which significantly hampers sales productivity and ultimately leads to missed sales opportunities.

Not only can deal-level forecast calls consume excessive time for the whole sales organization, but [Salesforce research](#) indicates that sales representatives devote merely 28% of their time to actual selling. Astonishingly, most of their workday is consumed by administrative tasks such as generating quotes, obtaining approvals, and manual data entry. These tasks, while essential, do not directly contribute to lead engagement, deal progression, or revenue generation. The result? A diffusion of attention from relevant deals and a stifling of effective lead engagement.

The problem is compounded when revenue leaders themselves fall into a similar trap, spending excessive amounts of time gathering information, answering business questions, or attempting to address the symptoms of revenue leakage without fully understanding the root cause, leading to misguided efforts and further time wastage.

Erin Bates, VP of Sales at Crossbeam, highlights the importance of implementing a clear, consistent process that empowers sales representatives to dedicate more time to selling. She emphasizes providing them with the necessary tools to perform their jobs effectively as a powerful strategy to mitigate revenue leakage.

The 3 main causes of revenue leakage: Unearthing the roots

Consider the following indicators that time wastage might be a root cause of revenue leakage in your organization:

Process inefficiencies:

- Time-consuming, inefficient forecasting processes
- Manual data entry leading to inaccuracies
- Excessive administrative tasks for sales teams
- Executives spending time gathering information
- Time wasted due to fragmented workflows and disjointed tools

Resource misallocation:

- Inaccurate forecasting leads to inefficient resource allocation
- Flawed reports impede timely resource allocation
- Difficulty allocating resources across functions
- Lengthy onboarding and training processes

The 3 main causes of revenue leakage: Unearthing the roots

● Finding your specific leakage points

Without knowing where to start, revenue leaders can easily waste time spinning their wheels trying to figure out a solution to revenue leakage. This can be even more difficult for teams that don't assess the issue holistically, as that can cause their efforts to be isolated or focused in the wrong place.

While the three factors discussed above are the main causes of revenue leakage, it's critical to remember that every business is unique. As a result, the specific issues your business faces and the solutions required must be tailored to your organization's context.

"Not every company has all of these problems, but all companies will have some of them," warns Peter Nesbitt, emphasizing the importance of a personalized assessment.

Upon identifying the main causes of revenue leakage in your organization, you'll be better positioned to take steps to address these issues. By making this effort, you can steer your organization toward improved performance and, ultimately, greater revenue.

Case study: Boosting efficiency and growth - VDA's transformation



Key takeaways

1. Overcoming visibility obstacles: VDA improved visibility by syncing Salesforce and Outlook, automating customer data capture and engagement insights.
2. Preventing missed opportunities: VDA used automated email campaigns to enhance customer nurturing, reducing missed opportunities.
3. Optimizing time and resources: Delegating email campaign management and using Revenue Signals optimized productivity and improved client interaction.

Background

VDA, a prominent provider of elevator and escalator consulting solutions, traditionally relied on organic, word-of-mouth customer acquisition. However, with the onset of the pandemic, VDA had to pivot to online sales and customer communications. This transition posed a trio of significant challenges, each tied to one of the core underlying causes of revenue leakage: flying blind, dropped balls, and wasted time.

The Challenges

1. Flying Blind: VDA had difficulty auto-capturing customer data. Their existing Salesforce data needed enhancement with better tracking and automation capabilities for client communication. The inability to gain comprehensive insights into customer-related activities obstructed their visibility, leaving them flying blind.

Case study: Boosting efficiency and growth - VDA's transformation



2. Dropped Balls: The company aspired to build a superior digital customer engagement process. However, their team's relative inexperience with online engagement led to substantial lapses in customer interaction. This lack of effective engagement resulted in missed opportunities or 'dropped balls'.

3. Wasted Time: To drive productivity, VDA needed an efficient delegation process enabling consultants to focus on client interaction while administrative support took the lead in managing campaigns and other sales processes. The absence of such a process led to inefficient utilization of time and resources, a clear case of 'wasted time'.

■ The Solution

VDA turned to Revenue Grid to address these challenges. The solution involved:

1. For Flying Blind: Revenue Grid synced VDA's Salesforce and Outlook calendars and enabled data and activity capture between email and Salesforce. This automatic capturing and saving of customer data and emails enhanced visibility and intelligence.

2. For Dropped Balls: Revenue Grid's Sales Sequences were implemented, allowing VDA to digitalize and scale their customer nurturing process. This included automated, personalized email campaigns, enhancing customer engagement, and reducing missed opportunities.

Case study: Boosting efficiency and growth - VDA's transformation



3. For Wasted Time: Revenue Grid's intuitive UI enabled VDA to delegate the management of email campaigns to support staff, freeing up consultants to concentrate on mission-critical tasks. Additionally, Revenue Signals – Revenue Grid's customizable real-time actionable AI-based alerts – were deployed, guiding staff on the next best action to take when an existing lead, opportunity, or project required attention, thereby optimizing the use of time and resources.

● Outcomes

The solutions enabled VDA to effectively address its revenue leakage issues:



Fighting revenue leakage helped VDA mitigate revenue leakage, improve efficiency, enhance customer interaction, and develop more business.

Understanding the costs of revenue leakage: Quantifying the impact



Key takeaways

1. Revenue leakage has significant financial costs and can hinder a company's growth and success, impacting the bottom line.
2. Leakage also has indirect costs, such as missed opportunities, a tarnished reputation, and potential negative human impacts, such as employee dissatisfaction.
3. Understanding these costs is critical for implementing effective measures to curb revenue loss and optimize revenue potential.

Not only can revenue leakage significantly impact your bottom line, but it can have many indirect costs, such as your competitive edge and market reputation. If left unaddressed, revenue leakage can become a major obstacle, hindering company growth and success.

As a revenue leader, understanding these costs is key to managing your resources effectively and safeguarding your business's financial health. This section delves into revenue leakage's financial, operational, and strategic costs, empowering you to make informed decisions and mitigate these losses.

■ The financial impact of revenue leakage

Grasping the real-world financial implications of revenue leakage is essential. Let's explore some scenarios based on real customer data from Revenue Grid, highlighting the tangible costs for diverse businesses.

Understanding the costs of revenue leakage: Quantifying the impact



Example 1

Small business with lead conversion challenges

Consider a small business processing about 100 leads monthly, but converting only 20% into opportunities. Given a 50%-win rate on open deals and an average deal size of \$5,000, this scenario results in approximately \$153,600 in revenue leakage annually, a significant sum for a small business.

Example 2

Growing mid-sized company with lengthy sales cycles

A mid-sized company handles 500 leads each month, converting 30% of these into opportunities. Winning 45% of open deals, with an average deal size of \$10,000, they face more than \$2 million in revenue leakage each year due to their long average deal cycle of 60 days.

Example 3

Large enterprise with inefficient sales processes

A large enterprise managing 2,000 leads monthly has a conversion rate of 25%. With a 40% win rate on open deals and an average deal size of \$25,000, they face a staggering \$24 million in revenue leakage annually due to inefficiencies in their sales process.

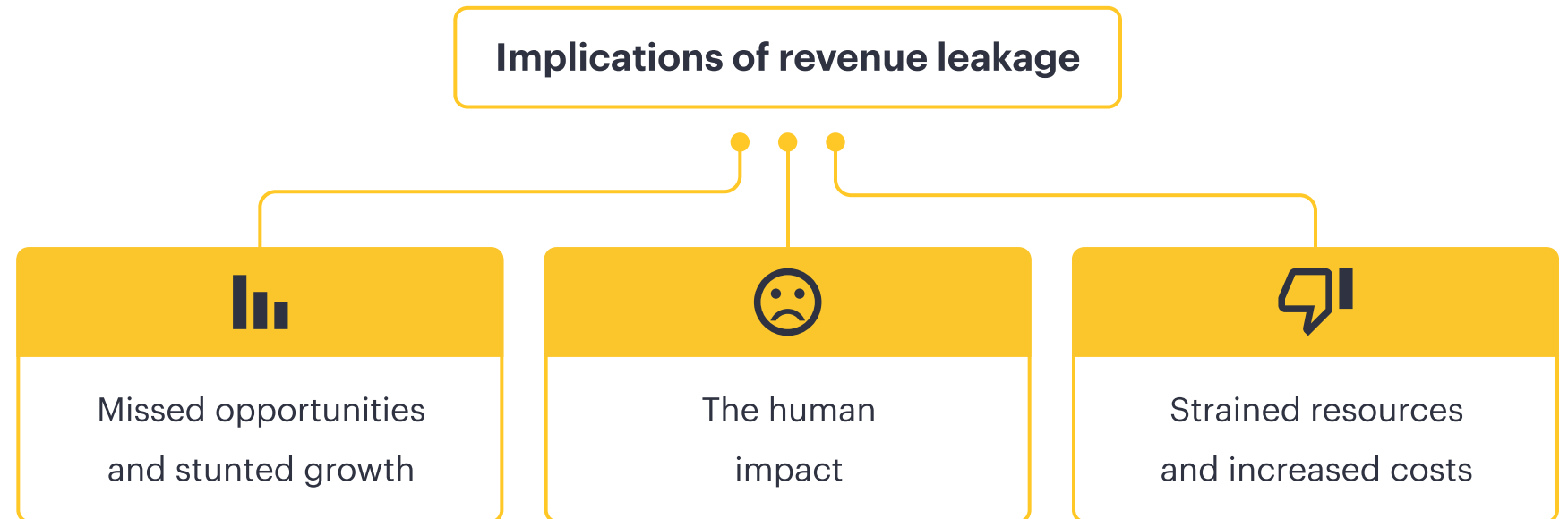
These scenarios illustrate the real-world financial consequences of revenue leakage and highlight the importance of addressing this issue head-on.

Understanding the costs of revenue leakage: Quantifying the impact

To get a customized estimate of your company's revenue leakage and discover areas where improvements could have the most significant impact, use our interactive revenue leakage calculator on our website. Simply click this [link](#) to begin identifying and quantifying your revenue leakage today.

● The broader implications of revenue leakage

While the financial implications of revenue leakage are undeniably significant, it's important to recognize the wider impact on your business's operations, reputation, and future growth prospects.



Understanding the costs of revenue leakage: Quantifying the impact



Missed opportunities and stunted growth

A direct consequence of the issues we've identified — such as inefficient lead processing, poor communication, and inadequate follow-ups — is a high frequency of missed deals. This represents not just immediate revenue loss but squandered chances for future growth.

Similarly, failure to leverage upsell opportunities due to weak processes and subpar customer engagement can limit customer lifetime value and potential revenue streams. Such instances often reflect the consequences of "dropped balls" in the revenue process.

Also, the impact on your company's reputation and market share cannot be overstated. Revenue leakage can inadvertently give competitors an edge, providing them with the opportunities you've missed. Additionally, dissatisfied customers may share their negative experiences, leading to further reputational damage.

Finally, consistent revenue leakage can seriously impede your organization's long-term growth prospects. Sustainable growth requires maximizing revenue potential, and consistent leakage creates a barrier to achieving these goals.

Understanding the costs of revenue leakage: Quantifying the impact

The human impact

Beyond the fiscal damage, revenue leakage can negatively impact the motivation and productivity of your team.

Frustration and stress can arise from dealing with inefficient processes and the disappointment of missed opportunities, often stemming from wasted time on non-selling activities. This can lead to decreased productivity, potentially perpetuating the cycle of revenue leakage.

Moreover, employee dissatisfaction with ineffective processes and procedures may contribute to higher turnover rates, adversely affecting team dynamics and overall success.

Understanding the costs of revenue leakage: Quantifying the impact



Strained resources and increased costs

The inefficiencies resulting from revenue leakage can lead to significant strain on resources, which might manifest as unnecessary expenditure of time, effort, and money.

Misallocated resources can result from inadequate pipeline visibility, resulting in wasted time and effort on low-priority activities or missed opportunities. Moreover, inaccurate forecasting can drive overhead expenses up and possibly necessitate additional staff to manage the workload effectively.

Understanding these broader costs of revenue leakage is critical for implementing proactive measures. By quantifying the impact and recognizing areas of leakage within their organizations, revenue leaders can employ targeted solutions to curb revenue loss, enhance team performance, and optimize overall revenue potential.

In the following section, we will explore solutions for revenue leakage, providing actionable strategies to tackle the identified causes and alleviate their financial and operational impacts.

Strategies to tackle revenue leakage: Plugging the leak

Key takeaways

1. Understanding the root causes of revenue leakage allows targeted and effective solutions that prioritize immediate impact.
2. Advanced revenue intelligence tools enhance visibility and streamline workflows, increasing forecast accuracy and reducing leakage.
3. Implementing these solutions initiates a 'flywheel effect' that promotes continuous improvement and reduces future revenue leaks.

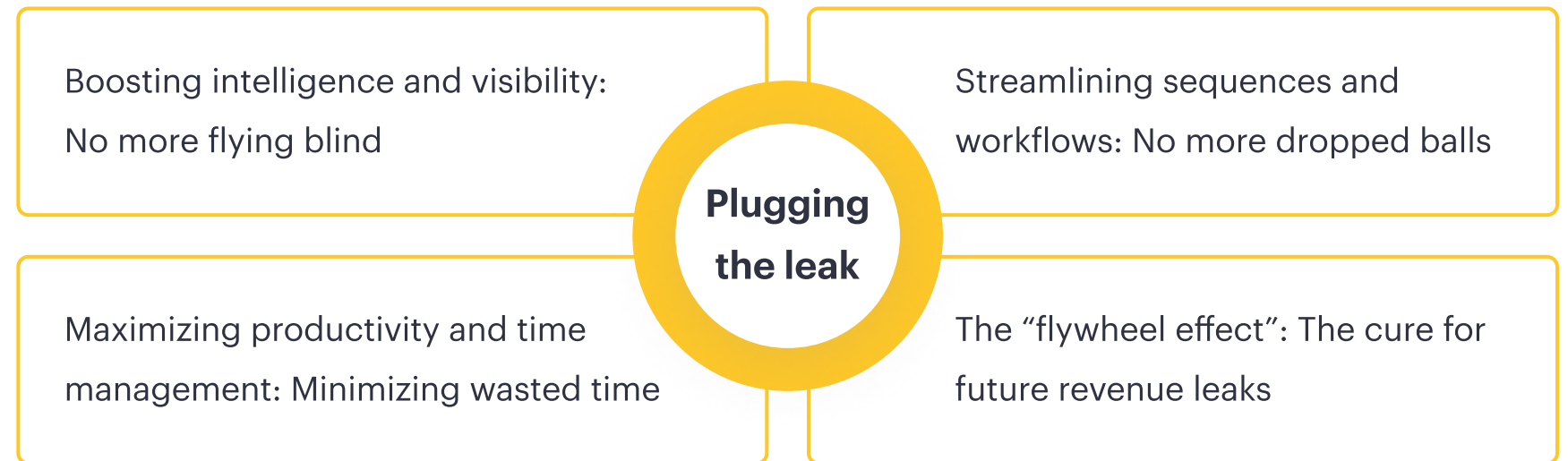
Fighting revenue leakage might seem at first a daunting task. How do you even begin to get a handle on it? The key is not to try and eradicate all leakage at once, but rather to pinpoint and prioritize its various sources.

To do that, it's essential to first identify the sources of your revenue leakage and comprehend their root causes. Focus on the areas promising immediate impact and prioritize them based on their potential returns. Also, keep in mind that as you find solutions for these leaks, there will be cascading improvements over time. Each improvement should lead to improvements in other areas.

Strategies to tackle revenue leakage: Plugging the leak

Furthermore, revenue leaders need not confront this challenge in isolation. Today, advanced revenue intelligence tools not only enable automated data capture and cutting-edge analytics but also provide a centralized platform that offers an unparalleled and all-encompassing view of your revenue engine.

Let's explore using revenue intelligence solutions to plug these leaks:



Strategies to tackle revenue leakage: Plugging the leak

● **Boosting intelligence and visibility: No more flying blind**

Acquiring clear visibility into the sales pipeline at any given moment allows revenue leaders to make data-driven decisions about revenue processes and team execution. With real-time pipeline visibility tools, team analytics, and revenue forecasting functions, your team can understand deal progression and focus on high-potential opportunities.

Incorporate comprehensive data capture solutions, such as automatic activity capture and calendar sync features. These tools provide revenue leaders with accurate, timely, and actionable information. As you integrate these tools into your revenue process, your data becomes increasingly accurate, leading to more effective forecasts.

Utilizing advanced analytics, deal insights, and actionable real-time alerts, revenue leaders can identify revenue process trends and potential leakage points.



Strategies to tackle revenue leakage: Plugging the leak

● Streamlining sequences and workflows: No more dropped balls

Prevent communication breakdowns and bad lead data from causing dropped balls by automating playbooks and using real-time signals to turn data into actionable alerts. Establish clear communication protocols and handoff procedures, guiding your reps through a series of predefined steps to ensure consistent outreach and follow-up with leads and prospects.

Systematize communication to allow engagement signals and alerts that inform reps when a lead demonstrates buying intent or reaches a critical milestone. Seamless collaboration minimizes the risk of dropped balls during lead handoffs and deal progression.

Consolidate scattered tasks onto a unified platform. Streamline connection points, handoffs, and transitions, while reducing task replication, enhancing data flow, and optimizing top-of-funnel activities. Implement recurring cadences and event sequences and use the data to drive better results.

Strategies to tackle revenue leakage: Plugging the leak

● Maximizing productivity and time management: Minimizing wasted time

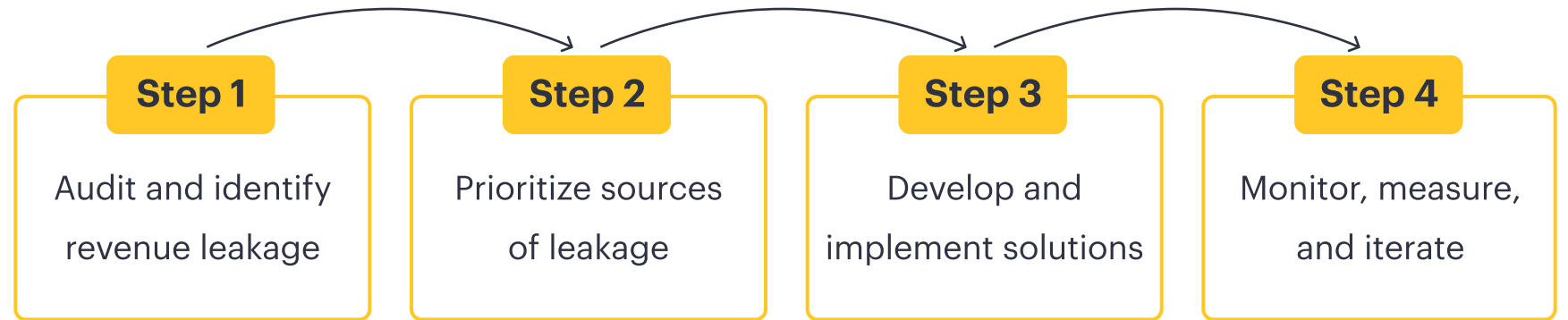
Give your sales reps time back to do what they're best at: selling. Reduce time wasted on administrative tasks by integrating their email, calendar, and CRM into one platform. Implement online scheduling tools and enable leads to book meetings directly, cutting down time spent coordinating schedules.

Leverage technology to help sales reps adopt efficient time management practices and prioritize tasks (and accounts) that directly impact revenue generation. Providing them access to performance reports and team coaching functions will enable them to identify areas for improvement and optimize their time management.

● The “flywheel effect”: The cure for future revenue leaks

Incorporating these solutions not only addresses revenue leakage but also fosters continuous improvement. Enhanced data capture leads to better actionable intelligence and execution, which, in turn, results in more data capture and improvement. This cycle, a “flywheel effect”, strengthens your sales motion through constant iteration, helping to prevent future revenue leaks.

Your revenue leakage action plan



Step 1 Audit and identify revenue leakage

1. Analyze current sales and revenue processes: Evaluate your current strategies and identify areas where revenue might be slipping through the cracks.
2. Gather and review data: Use a revenue intelligence tool to collect and analyze data. Look for patterns, trends, and anomalies that might point to areas of revenue leakage.
3. Conduct interviews: Speak with team members across departments to gain insights into potential inefficiencies or breakdowns in communication that may lead to revenue leakage.

Step 2 Prioritize sources of leakage

1. Rank leakage points: Use potential returns as the basis to rank the leakage points identified. This will help you prioritize which issues to address first.
2. Consider the impact of resolution: Keep in mind the potential cascading improvements. Solving some issues may lead to improvements in other areas.

Your revenue leakage action plan

Step 3 Develop and implement solutions

1. Leverage technology: Use advanced revenue intelligence tools to automate data capture, provide actionable insights, and increase visibility.
2. Streamline and automate workflows: Create clear protocols and procedures for communication and lead handoffs. Automate playbooks to ensure consistency and reduce the risk of errors.
3. Optimize time management: Equip your sales team with tools and strategies to reduce time spent on administrative tasks and focus more on selling.

Step 4 Monitor, measure, and iterate

1. Regularly review performance: Consistently monitor your sales processes and team performance to ensure your solutions are effectively reducing revenue leakage.
2. Measure success: Use key performance indicators (KPIs) to track progress over time and measure the success of your efforts.
3. Continually iterate and improve: Regularly revisit your strategies and make necessary adjustments to continually improve and prevent future revenue leakage.

Case study: Unleashing growth potential at Slalom



Key takeaways

1. Overcoming visibility obstacles: Contact data management solutions significantly boosted Slalom's visibility into customer relationships and streamlined account planning.
2. Preventing missed opportunities: Digital coaching and automated outreach ensured consistency in Slalom's sales processes, minimizing missed opportunities.
3. Optimizing time and resources: The introduction of advanced scheduling features substantially expedited Slalom's scheduling process, allowing them to engage with more contacts.

Background

Slalom Consulting, a global business and technology consulting company, identified potential revenue leaks during its revenue generation process. The firm wanted to address these leaks and facilitate business growth, even amidst challenging economic conditions.

The Challenges

1. Flying Blind: Slalom's contact data was scattered in Outlook, leading to a lack of relationship visibility, inefficient account planning, and missed opportunities—classic symptoms of 'flying blind'.

Case study: Unleashing growth potential at Slalom



2. Dropped Balls: Slalom also faced inconsistency in the sales team following the correct sales process, such as sending pre/post meeting emails, involving product and industry experts in opportunity planning, and populating deal planning fields. This resulted in missed opportunities or 'dropped balls'.

3. Wasted Time: A cumbersome scheduling process restricted the sales team from setting up adequate meetings to achieve sales and revenue goals. Also, due to a time-consuming hiring process, Slalom couldn't rapidly hire consultants to staff projects. The inefficient utilization of time constituted 'wasted time'.

■ The Solution

Slalom sought help from Revenue Grid to overcome these challenges:

1. For Flying Blind: Revenue Grid's Activity Capture Engine enabled Slalom to identify unsaved contacts in Outlook, assign them to existing accounts, and auto-create new contacts for a more complete data set in Salesforce.

Case study: Unleashing growth potential at Slalom

2. For Dropped Balls: Revenue Grid's Sales Sequences automated outreach to sales contacts, while Revenue Signals were deployed to digitalize Slalom's sales coaching. These actionable AI notifications guided the team through the next best action and ensured the right sales process was consistently followed.

3. For Wasted Time: Revenue Grid's advanced scheduling features like 'Book Me' and 'Time Slots' expedited the scheduling process, increasing the number of contacts the sales team could serve. Additionally, the features allowed Slalom to streamline interview scheduling. 'Book Me' facilitated sharing of availability, while 'Time Slots' allowed invitees to pick the best time without the need for back-and-forth emailing.



Case study: Unleashing growth potential at Slalom



Outcomes

Revenue Grid's implementation resulted in impressive improvements:

More than **3x**

increase in the number
of auto-created contacts

Over **3x**

increase in the number of contacts
the sales team could serve

80%

decrease in the time
spent scheduling meetings

30%

increase in meetings
with LinkedIn candidates

Case study: Unleashing growth potential at Slalom

Furthermore, slight improvements in meeting numbers and conversion rates translated into significant sales increases:

1%

**increase in the number of meetings
resulted in a \$30 million increase in sales**

1%

**increase in the conversion rate led
to a \$60 million increase in sales**

Slalom effectively plugged its revenue leaks, thereby growing its business, despite economic challenges. As Darren Knapp, Director, Global Operations at Slalom Consulting, affirms, "We gained the time our team lost setting up meetings. As they can serve more customers now, we avoid revenue leaks and see higher win rates."

Taking action: Leveraging revenue intelligence to realize your full potential



Key takeaways

1. Strategically addressing the root causes of revenue leakage revitalizes your entire operation.
2. Leveraging revenue intelligence for accurate data capture mitigates errors, improves efficiency, and enhances forecasting accuracy.
3. Effectively combating revenue leakage fosters business growth and maximizes revenue potential.

Addressing revenue leakage demands strategic, knowledge-driven solutions. Throughout this eBook, we've explored key sources of revenue leakage, such as poor visibility into the sales pipeline, inefficient workflows, and wasted time. These obstacles can significantly disrupt the revenue process. However, once you recognize these challenges, you can create and implement strategic solutions.

Developing these strategies not only rejuvenates your revenue organization, but also propels your entire operation forward. The end goal? To realize your “maximum revenue potential,” the apex of business success achieved by optimized revenue generation, capturing every opportunity, and maintaining consistent, reliable revenue capture.

Take the initiative: Stop losing winnable revenue today!

You've gained valuable insights into identifying and combating revenue leakage through this eBook. Now, it's time to take the next step. Here's how:

Evaluate your current situation: Start by using our interactive revenue leakage calculator to understand the scale and potential sources of revenue leakage in your organization.

[Calculator](#)

Leverage expert guidance: Book a free consultation with our revenue experts, who can guide you through the process of identifying sources of revenue leakage.

[Book a consultation](#)

Stay updated: Sign up for our newsletter for more strategies, tips, and best practices to combat revenue leakage.

[Newsletter sign-up](#)

The path to maximum revenue potential is within your reach. Don't let revenue leakage slow you down.

Take action today, and set your organization on the path to success.

[Book a consultation](#)