



5 COMMON CULPRITS OF REVENUE LEAKAGE

Mismanaged Opportunities

Opportunities fall through the cracks in numerous ways. For example, when a sales rep leaves your organization, how many of his contracts and deals don't get reassigned? How do you know?

Inaccurate Reporting

If the right data isn't showing up in the right reports, how can you act on it? For example, how can you be sure all of the contracts up for renewal are feeding properly into your CRM?

Unbilled Consumption

How many of your customers consume more than they are billed? This is especially likely if you have migrated contracts from a traditional licensing to a consumption model.

Quota Retirement

Sales quotas can be a double-edged sword, rewarding sales reps for meeting them but punishing them with higher quotas if they are exceeded. How much business are your reps leaving on the table to avoid going over quota?

Other Undetected Ways

Most companies use a complex maze of systems and each department relies on customized reports that don't always overlap-or coincide. Most leaked revenue goes undetected without a concerted effort to discover it.

About iTalent Digital | iTalent Digital is an innovative global woman- and minority-owned digital consulting and software engineering company headquartered in San Jose, California. We help companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise collaboration, automated mobile solutions, business insights and analytics, artificial intelligence, cloud integration, and digitized change management.

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