

# 12 Revenue Leaks

## Costing SMBs \$500K–\$2M

### Annually

Industry Benchmarks & Framework for Identifying  
Hidden Profit Loss in Your Business

**53%**

Don't understand their data

**41%**

Don't trust their data

**69%**

Manual tracking is broken

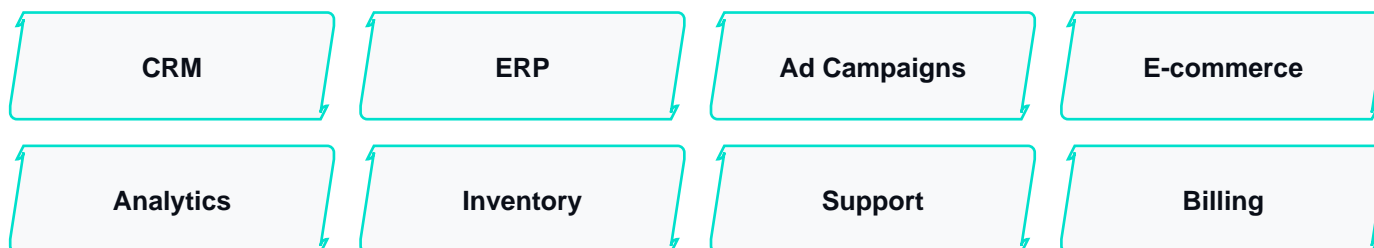
Sources: AWS SMB Global Trends Survey 2022, SAP Concur/AMI Survey

# The Problem:

## Your Revenue Intelligence Is Trapped in Silos

Your business runs on 8+ different systems: CRM, ERP, Ad Campaigns, E-commerce, Analytics, Inventory, Support, and Billing. No single person can see across all of them at once. So the leaks hide in the gaps between systems.

By the time you see the problem in your P&L, the money's already gone. You only spot leaks when they hit your financials — weeks after they started bleeding.



**No human can see across all of them. So the leaks hide in the gaps.**

### The Core Problem:

- Scattered Data = Invisible Problems
- No Early Warning System = You only see damage after it's done

## Industry Benchmarks: Where SMBs Typically Leak

Sales & Revenue	15-25% of pipeline value
Financial Leaks	5-15% of receivables
Operational Inefficiency	12-20% of operating costs
Customer Retention	15-30% annual churn

# The 12 Revenue Leaks (Part 1)

## Missed Sales Opportunities

**\$550K****1**

Deals stall quietly. Reps promise follow-ups that never happen. By the time you realize it, the prospect's gone cold.

*HBR: 40-60% of deals lost to 'no decision'*

## Project Overruns

**\$536K****2**

Projects run over budget with no early warning. By the time you notice, it's too late to course-correct.

*PMI: 43% of projects exceed budget*

## Customer Churn

**\$385K****3**

You only notice unhappy customers after they're gone. There's no early signal before they cancel.

*SaaS benchmarks: 30-50% of churn preventable*

## Marketing Spend Waste

**\$330K****4**

Spending without clear ROI tracking. You don't know which campaigns work and which burn money.

*CMI: 47% of B2B marketers don't measure ROI*

## Accounts Receivable

**\$220K****5**

Late payments and poor invoice follow-up. Money owed to you that slowly evaporates.

*Industry benchmark: 5-15% of receivables lost*

## Operational Inefficiency

**\$200K****6**

Time lost to unclear handoffs and manual processes. High-cost labor hours eaten by busywork.

*Industry benchmark: 12-20% of operating costs*

## The 12 Revenue Leaks (Part 2)

### Employee Turnover

**\$165K**

7

Poor engagement visibility and reactive retention. You only know someone's leaving after they've decided.

*SHRM: Replacement costs 50-200% of salary*

### Procurement Overspend

**\$63K**

8

No systematic vendor rate comparison or benchmarking. You're likely paying more than you should.

*Industry benchmark: Savings possible with visibility*

### Supplier/Contract Leakage

**\$25K**

9

No centralized contract tracking or usage monitoring. Auto-renewals and unused services pile up.

*Common in companies with 5+ software vendors*

### Tech Downtime

**\$25K**

10

Reactive system monitoring and weak redundancy. When systems go down, revenue stops.

*Gartner: Avg \$5,600/minute for enterprises*

### Inventory Mismanagement

**\$14K**

11

Poor forecasting and no real-time stock visibility. Stockouts lose sales; overstock ties up cash.

*IHL Group: \$1.2T lost to stockouts globally*

### Compliance & Regulatory

**\$1K**

12

Missed deadlines and manual tracking errors. Small fines that add up over time.

*Often leads to larger issues if ignored*

**Typical Annual Exposure (Industry Benchmarks):****\$500K – \$2M+**

# Self-Assessment: Score Your Leaks

Rate each area 1-5 (1 = No visibility, 5 = Real-time tracking). Total your score.

Sales pipeline visibility	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	Project budget tracking	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Customer health scoring	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	Marketing ROI tracking	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
AR aging monitoring	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	Operational efficiency metrics	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Employee engagement data	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	Vendor spend analysis	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Contract renewal tracking	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	System uptime monitoring	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
Inventory forecasting	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	Compliance deadline tracking	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

## Interpret Your Score:

<b>48-60</b>	<b>Best-in-Class</b>	You have strong visibility. Focus on optimization.
<b>36-47</b>	<b>Above Average</b>	Good foundation, but gaps exist. Target weak areas.
<b>24-35</b>	<b>Average</b>	Significant blind spots. Leaks are likely hiding here.
<b>12-23</b>	<b>Danger Zone</b>	Critical visibility gaps. Major revenue at risk.

# Ready to See YOUR Specific Number?

This guide showed you where SMBs typically leak based on industry research. Your business has its own unique blind spots — our quiz calculates YOUR exposure.

## Take Our 3-Minute Revenue Leak Diagnostic

Answer 12 questions. Get your personalized leak estimate.  
See exactly which areas are costing you the most.

→ [leakdetector.mainnov.tech/Technical/Landing.html](https://leakdetector.mainnov.tech/Technical/Landing.html) ←

Questions? Email us: [info@mainnov.tech](mailto:info@mainnov.tech)

### What You'll Get:

- ✓ Your estimated annual leak amount (calculated from your specific inputs)
- ✓ Prioritized breakdown of which leaks are likely costing you most
- ✓ Comparison to industry benchmarks for companies your size
- ✓ Recommended next steps based on your specific situation

### Why Companies Choose Mainnov:

- 80+ dashboard implementations • \$100M+ in business data analyzed
- 5.0 average rating • 5x Visibility Guarantee
- Investment: \$5,000 – \$25,000 • Timeline: 90 days

## Start Your Free Diagnostic

[leakdetector.mainnov.tech/Technical/Landing.html](https://leakdetector.mainnov.tech/Technical/Landing.html) • [info@mainnov.tech](mailto:info@mainnov.tech)