

ArthaX.ai

AI Sales Intelligence Platform

FREE SALES RESOURCE

The Complete Handbook for Zero Revenue Leakage

Plug Every Leak in Your Outbound Sales Process

Stop losing revenue to missed follow-ups, lost leads & inconsisten

The Hidden Revenue Drain Destroying Outbound Teams

Revenue leakage is the gap between the revenue you should be generating and the revenue you actually collect. For most outbound SMB sales teams, this gap is 20-40% of potential revenue — lost to dropped leads, missed follow-ups, inconsistent pricing, and unrecorded deals.

This handbook identifies every major source of revenue leakage in call-heavy sales teams and gives you a systematic process to plug each one using ArthaX.ai.

The 6 Sources of Revenue Leakage

Leakage Source 1: Unrecorded Calls & Lost Conversations

When calls aren't recorded, intelligence dies with the call. SDRs forget what was promised, managers can't coach, and prospects fall through the cracks. ArthaX.ai's Android dialer captures 100% of calls automatically — no manual logging required.

Fix It With ArthaX.ai:

- ◆ Implement auto-capture on every outbound and inbound call
- ◆ Sync call recordings to the central dashboard within minutes
- ◆ Tag calls by outcome, lead stage, and SDR for instant searchability

Leakage Source 2: Lost Leads from Poor CRM Hygiene

Leads entered inconsistently are leads that never get worked properly. When lead sources are scattered across spreadsheets, WhatsApp groups, and email inboxes, duplication and abandonment are inevitable.

Fix It With ArthaX.ai:

- ◆ Centralize all lead sources into ArthaX.ai's Lead Repository
- ◆ Define mandatory fields and enforce them at the point of entry
- ◆ Use auto-classification to route leads to the right SDR instantly

Leakage Source 3: Pricing Inconsistency & Unauthorized Discounts

When SDRs quote different prices for the same product, you lose revenue and customer trust. Unauthorized discounts alone can account for 5-15% of revenue leakage.

Fix It With ArthaX.ai:

- ◆ Store all pricing cards and discount authorization levels in the Content Bank
- ◆ Define clear escalation paths for deals requiring manager approval

- ◆ Track discount frequency by SDR in the analytics dashboard

Leakage Source 4: Missed Follow-Ups & Dead Pipeline

The average deal requires 8 touchpoints before a decision. Most SDRs stop at 2-3. Every follow-up not made is revenue left on the table.

Fix It With ArthaX.ai:

- ◆ Define a mandatory follow-up cadence for every lead stage
- ◆ Use ArthaX.ai's scheduling integration to book next steps before ending each call
- ◆ Auto-flag leads with no activity in 48+ hours for manager review

Leakage Source 5: Slow Response to Inbound Signals

When a prospect shows buying intent — asking about timeline, pricing, or implementation — and the SDR doesn't act immediately, the window closes fast.

Fix It With ArthaX.ai:

- ◆ Configure AI to detect intent signals in call recordings in real time
- ◆ Alert managers when high-intent calls occur for immediate follow-up review
- ◆ Build hot-lead protocols into the Content Bank for SDR reference

Leakage Source 6: Poor Handoff Between SDR and Closer

The SDR-to-closer handoff is where context dies. If the closer doesn't have the call recording, the conversation history, and the prospect's specific objections, the deal quality drops dramatically.

Fix It With ArthaX.ai:

- ◆ Require a recorded call summary before every handoff
- ◆ Use the ArthaX.ai dashboard to share call clips and notes with closers
- ◆ Define handoff criteria and make them non-negotiable

The Zero Revenue Leakage System

Eliminating revenue leakage is not a one-time project — it is a continuous operating system. Here is how to implement it with ArthaX.ai:

Phase	Action	ArthaX.ai Tool
Capture	Record 100% of calls	Android Dialer App
Centralize	Unify all lead sources	Lead Repository
Analyze	Review call intelligence weekly	Analytics Dashboard
Standardize	Deploy approved scripts & pricing	Content Bank
Enforce	Monitor compliance automatically	Artha Bot AI
Coach	Run data-driven 1:1s	Manager Dashboard
Forecast	Predict revenue from call data	Business Analytics

Your Revenue Leakage Audit Checklist

- Are 100% of outbound and inbound calls being recorded?
- Is there a single, centralized lead repository being used by all SDRs?
- Are pricing and discount rules documented and enforced?
- Is there a defined follow-up cadence for every lead stage?
- Are intent signals being detected and acted on within 2 hours?
- Is the SDR-to-closer handoff documented with call recordings?
- Are managers reviewing analytics data at least twice per week?
- Is the Content Bank updated at least weekly based on call learnings?

Plug Every Revenue Leak with ArthaX.ai

ArthaX.ai is India's first revenue-accelerated CRM and AI dialer built specifically for call-heavy SMBs. Capture every call, centralize every lead, and give your managers the visibility they need to stop revenue from walking out the door.

Book your free demo: arthax.ai | growth@arthax.ai | +91 96112 11845