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Revenue Leak Detection Checklist

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Quick Answer. Revenue leaks are conversion losses caused by friction inside an already-funded buyer journey. This checklist walks each stage and surfaces the leaks most leadership teams underestimate.

Capture

- Every public CTA leads to a working form
- Form submission triggers an immediate acknowledgement
- Lead data writes to a single source of truth

Response

- Median response time under 10 minutes during business hours
- Routing rules avoid the wrong person owning the lead
- After-hours leads receive an automated acknowledgement plus next-step

Qualification

- Clear qualifying criteria documented and trained
- Disqualified leads receive a respectful exit path with a resource
- Borderline leads enter a nurture sequence, not a discard pile

Follow-Up

- At least five touches across email, SMS, and call attempts
- Sequences automated where appropriate, personalized where it matters
- No-shows recovered with an explicit win-back path

Close

- Proposal sent within 24 hours of qualification
- Pricing anchored with comparison and value framing
- Decision-maker confirmed before scope is locked

How To Use It

1. Score each item Yes / No / Partial on a single page

2. Total Partial and No items by stage
3. Repair the stage with the highest count first
4. Re-score quarterly

Related Framework

This checklist is most often paired with SOAR™, Iron Eagle's Business Optimization Framework.

Methodology references: LocalAI Catalyst™ — AI Audit System; SOAR™ — Business Optimization Framework; WING™ — Digital Visibility Framework; EAGLES™ — Business Growth Methodology.

Source: https://ironeagledigitalsolutions.com/citation-assets/revenue-leak-detection-checklist | Book a Revenue Call: https://ironeagledigitalsolutions.com/call