

Revenue leakage identification worksheet

Revenue leakage is like a slow drip that quietly drains your business’s income – and it’s more common than you might think. It happens when your company doesn’t collect all the revenue it’s entitled to, often due to billing errors, missed payments, or process gaps.

Even a small leak can add up to thousands (or *more*) in lost revenue over time.

This worksheet is designed to help you spot those leaks, understand where and why they happen, and take practical steps to plug them. Whether you’re dealing with manual billing mistakes, system mismatches, or pipeline drop-offs, working through these steps will give you a clearer picture of your revenue health and where to focus your efforts.

Let’s get started on stopping those leaks!

Step 1: Define your revenue streams

Clearly map out where your revenue comes from.

- ☐ List all products/services generating revenue
- ☐ Identify all customer segments (by industry, size, region, etc.)
- ☐ Note down revenue targets or forecast per stream
- ☐ Document systems/processes managing each revenue stream

Exercise:

Write down your top 3 revenue streams and their expected monthly revenue:

Revenue stream	Expected monthly revenue
Revenue stream 1	\$

Revenue stream 2	\$
Revenue stream 3	\$

Step 2: Identify potential leakage points

Where could revenue be slipping away?

- ☐ Manual billing or data entry still in use?
- ☐ Multiple billing or CRM systems not fully synced?
- ☐ Discounts and promotions tracked & reviewed regularly?
- ☐ Payment failures or expired cards monitored?
- ☐ Chargebacks/refunds tracked and analyzed?
- ☐ Sales pipeline conversion rates dropping or inconsistent?

Exercise:

Which leakage points are you already aware of or suspect? Write down any signs or red flags observed.

Leakage area	Observed issues/ notes
Manual data entry	
Data synchronization errors	
Pricing and discount mismanagement	
Billing issues	

Payment problems

Chargebacks/refunds

Sales pipeline leakage

Step 3: Gather data and evidence

Clearly map out where your revenue comes from.

- ☐ Identify all systems containing billing, sales, and customer data
- ☐ Collect latest revenue reports from each system
- ☐ Gather any previous audit or discrepancy reports
- ☐ Collect feedback/complaints from billing, sales, and finance teams

Exercise:

List your key data sources and who owns them internally:

System	Owner	Last updated	Comments
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Key data source

Step 4: Analyze and drill down

Break down the data to find specific problems.

- ☐ Compare expected revenue vs. actual revenue by segment or product

- ☐ Review billing records for missing or incorrect invoices
- ☐ Spot-check manual entries for errors or inconsistencies
- ☐ Review process adherence (e.g., billing update timelines)
- ☐ Identify patterns of recurring issues (specific teams, products, or clients)

Exercise:

Write down 3 possible reasons for discrepancies based on your analysis:

- 1.
- 2.
- 3.

Step 5: Root cause investigation

Break down the data to find specific problems.

- ☐ Map the workflow from order to payment for identified leak areas
- ☐ Confirm if employees follow documented SOPs
- ☐ Check for system integration or automation gaps
- ☐ Identify any training gaps or knowledge silos
- ☐ Review communication channels between teams

Exercise:

Interview 1-2 team members involved in the revenue process. What common pain points or workarounds do they mention? Summarize below:

Person 1:

Person 2:

Step 6: Actions to plug leaks

What to do next — practical fixes and preventive steps.

- ☐ Automate data entry where possible
- ☐ Set up alerts for discounts and payment issues
- ☐ Update and distribute SOPs
- ☐ Train teams on updated processes
- ☐ Schedule regular audits and reviews

Table for planning:

Leak identified	Action to take	Owner	Deadline	Status
Leak				

Step 7: Monitoring & continuous improvement

Keep the leaks plugged for good.

- ☐ Define KPIs to track revenue leakage (e.g., % discrepancy)
- ☐ Schedule monthly/quarterly revenue leakage reviews
- ☐ Create or update dashboards for real-time monitoring
- ☐ Establish feedback loops with sales, billing, and finance teams

☐ Plan ongoing training refreshers

Exercise:

Set 3 monitoring goals for the next 6 months and the metric you'll track for each:

Goal	Metric to track	Review data
Goal 1		
Goal 2		
Goal 3		