

THE REVENUE LEAK

# The Revenue Leak.

A four-part diagnostic for figuring out where your sales process is losing the deals you should already be winning.

START HERE

# Most owners are asking the wrong question.

The reflex when revenue stalls is to ask, *do we need more leads?* That is almost always the wrong question.

The bigger opportunity is already inside your business. In the calls that came in last week. In the forms submitted yesterday. In the follow-ups that never went out.

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Before you spend another dollar trying to make the phone ring, find out what actually happens *when it does*.

This guide walks you through a four-part audit you can run on your own business this week. No tools required. No sales call needed. Just an honest look at the moments where revenue is leaking out. Grab a pen. You will score each step, and your total will tell you how wide the leak is.

## WHERE REVENUE ACTUALLY LEAKS

# Six moments decide every deal.

The sale is not lost in one big dramatic failure. It is lost in small moments. Each of these is a place where a customer either moves forward, or quietly disappears.

**01 / Answer**

## Every call answered

Every inbound lead reaches someone. No voicemail. No missed window.

**02 / Qualify**

## The right questions

Context captured before the rep shows up, so the conversation starts ready.

**03 / Build Trust**

## Warm and informed

Conversations that emotionally invest the customer in moving forward.

**04 / Explain**

## Clear next steps

Consistent explanations of what happens next and what to expect.

**05 / Follow Up**

## Fast and relevant

Immediate follow-up that keeps deals from going cold.

**06 / Close**

## Asked for the job

Urgency created. Objections handled. The appointment requested.

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The audit on the next four pages walks each of these moments back to your own business. You will see exactly where the leak is.

## DO THIS NOW

# Submit your own lead form.

Use your website. Use your Google business listing. Use the contact form on whichever page actually drives the most traffic.

Fill it out the way a real prospect would. Then set a stopwatch and wait.

When the response comes in, read it the way a customer who has three other quotes open would read it. Be honest. The point of this exercise is not to be reassured. The point is to find the leak.

## SCORE YOUR RESPONSE

- › How long did it take to get any response at all?
- › Was the message personal, or templated?
- › Did it answer the question you actually asked?
- › Did it propose a next step you could act on?
- › Would you, as a customer, trust this business after reading it?

If your answer to any of these is *I don't know*, that is the leak. The customer does not know either.

## SCORE · AUDIT 01

Circle the number that matches how your lead form response performed. Write it on the line in the corner.

0	1	2
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0 handled well · 1 partial gaps · 2 significant gap or unknown

## DO THIS NOW

# Call your own business.

Try it during business hours. Try it after hours. Have a friend your team will not recognize try it too.

You are not testing the obvious. You are looking for the gap between what you assume happens and what actually happens.

**SCORE EACH CALL**

- › How many rings before someone picked up?
- › Who answered, and did they identify the business?
- › Did they ask qualifying questions, or just take a message?
- › Did they ask for the appointment? More than once?
- › Would you book a job with this person?

If the answer changes depending on who picks up, you do not have a sales process. You have a *person*. That is the leak.

**SCORE · AUDIT 02**

How did your business handle the call across all three attempts? Score the consistency, not the best moment.

0

1

2

0 handled well · 1 partial gaps · 2 significant gap or unknown

## DO THIS NOW

# Mystery shop your follow-up.

Submit a lead. Then do nothing. Wait. See what your business sends you over the next seven days.

This is the audit step most owners skip, because it is the most uncomfortable to look at honestly. The numbers usually tell a story no one on the team has noticed.

You are looking at three things: speed, substance, and persistence.

## SCORE YOUR FOLLOW-UP

- › How many follow-ups arrived in the first 48 hours?
- › How many across the full week?
- › Did the follow-up reference anything specific you asked about?
- › Was there a call to action, or just a check-in?
- › Was there ever any urgency created?
- › How long until the messages stopped entirely?

Most businesses send one follow-up and then go quiet. Your customer is still comparing options on day five. *Where were you?*

## SCORE · AUDIT 03

How did your follow-up sequence perform across speed, substance, and persistence?

0

1

2

0 handled well · 1 partial gaps · 2 significant gap or unknown

## THE HARDEST QUESTION

# If your best person was out this week?

Run the first three audit steps again, in your head, with your second-best person handling every call.

If the answer is *it depends on who picks up*, that inconsistency is where most of your revenue is leaking. It is also the hardest leak to fix, because it has nothing to do with effort. It has to do with the fact that human attention does not scale.

Here is the math nobody talks about:

## ~6 mo

**RAMP TIME**

Average time before a new sales rep performs at quota.

## 30–40%

**PERFORMANCE DROP**

When a top performer leaves and a replacement is ramping.

Every time the team changes, the process resets. The consistency tax is real, and most owners are paying it without ever naming it.

**SCORE · AUDIT 04**

If your best person was out this week, would the customer get the same experience? Score the consistency, not the average.

0 handled well · 1 partial gaps · 2 significant gap or unknown

## READING YOUR RESULTS

# How wide is the leak?

You scored each of the four audits from 0 to 2. Add them up. Your total sits somewhere between 0 and 8. That number is the size of your leak.

0–2

**Tight operation.**

Your process is largely intact. There are edges to sharpen, but revenue is not where the problem lives. Focus on growth.

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3–5

**Meaningful leak. Fixable.**

You have specific, identifiable gaps. The good news is that fixing them does not require more headcount. It requires infrastructure that closes the same gap every time.

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6–8

**The revenue you already paid to create is walking out the door.**

Before you spend another dollar on lead generation, fix what happens to the leads you already have. You have already paid for the calls. The execution is what has been missing.

THE OTHER SIDE

## Every one of these is fixable.

Not with more salespeople. Not with a bigger budget. With infrastructure that never forgets, never rushes, and never skips a step. The same six moments, handled the same way, every single time.

This is what AI-native sales infrastructure makes possible right now. Not in a future roadmap. This week.

# 100%

### CALLS ANSWERED

Every inbound lead gets a response. Not most. Every one.

# 3×

### FASTER FOLLOW-UP

Customers hear back before they finish comparing alternatives.

# 0

### MISSED HANDOFFS

Context travels with the customer from first contact to close.

# Every

### LOCATION CONSISTENT

Your best location's performance, replicated everywhere.

## WHO IS RAYNMAKER

# An autonomous sales platform.

Raynmaker is autonomous sales infrastructure built specifically for small businesses and franchise operators. We are AI-native, built from the ground up to perform the cognitive work of selling, not to assist a human who is already doing it.

Our agents answer, qualify, build trust, explain, follow up, and close. The six moments. Consistently. Every conversation. They learn from every call, which means the platform gets better with every conversation it has. That is the compounding advantage no human team can match.

*We exist to unlock radical possibilities for small and medium businesses by redefining how selling happens.*

We are not optimizing the old sales model. We built Raynmaker because sales shouldn't depend on who shows up to work.

## TWO WAYS FORWARD

# You ran the audit. Now hear it for yourself.

The fastest way to understand what fixed looks like is to hear it. Not to read about it. Pick the path that matches where you are right now.

01

## Call the demo line.

Talk to the platform that handles the six moments. Ask it whatever you would ask a sales rep at your own business. Form your own opinion before anyone tries to form it for you.

[Call \[DEMO LINE\]](#)

02

## Talk to our team.

If you have harder questions after the demo, book a twenty-minute conversation with us. No pitch deck. We will look at your audit results with you and tell you honestly whether Raynmaker is the right fit.

[Book a call · \[BOOK A CALL\]](#)

## FINAL WORD

You already paid to make the phone ring. The question is whether you are *ready to answer it*.



# Autonomous Sales Platform

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