

Lost Revenue Report FINAL PAGE

SECTION 1

Headline:

"You Just Uncovered Hidden Gold in Your CRM!"

"Based on your answers, your CRM is likely sitting on \$ "final_lost_revenue" of untapped revenue."

Subhead:

"This number represents the potential cash flow sitting inside your sales process right now. The next step? Let's make sure you're not leaving money on the table."

Visual:

Show a **bold revenue figure** with a progress bar or graphic to reinforce how much of their potential revenue is currently going uncollected.

Lost Revenue Report

1 Lost Revenue Potential

Contract Value (Average): \$ "final_lost_revenue"

Initial Cash Extraction: \$ "final_lost_revenue_average_order_value"

Approximate # of Deals: = (lower range)= final_lost_revenue/ Average_deal_size) - 15%
=(upper range)= final_lost_revenue/ Average_deal_size) + 15%

2 Conversion Rate Potential





Disqualification Rate: **COLOURED WORD= CATEGORY , if possible having definition or note would be awesome

Show-Up Rate: **COLOURED WORD= CATEGORY , if possible having definition or note would be awesome






Conversion Rate: **COLOURED WORD= CATEGORY , if possible having definition or note would be awesome

Activity Rate: **COLOURED WORD= CATEGORY , if possible having definition or note would be awesome



1 Disqualification Rate (4 Categories)



Category	Definition	Color	Range Values
Overly Strict	Disqualifying too many leads; missing key opportunities or marketing very qualifying heavy	 Red	>30
Selective	Filtering leads well, but potentially overly cautious.	 Orange	20-30
Balanced	Disqualification rate aligns with industry norms and best practices.	 Green	10-20
Too Lenient	Rarely disqualifies leads; unqualified prospects may waste resources.	 Blue	<10

2 Show-Up Rate (5 Categories)





Category	Definition	Color	Range Values
Critical	Dangerously low; most prospects are not attending.	 Red	<50%
Inconsistent	Below average; unreliable attendance.	 Orange	50-60
Steady	Meets expectations; room for optimization.	 Yellow	60-75
Reliable	Strong; solid engagement practices.	 Green	75-85
Outstanding	Exceptional; exceeds industry benchmarks.	 Blue	>85

3 Conversion Rate (4 Categories)


Category	Definition	Color	Range Values
Underperforming	Conversion rate is far below benchmarks; major process gaps exist.	 Red	>20
Developing	Below average; improvements are needed to close more deals.	 Orange	20-35

Competitive	Meets industry norms; solid but room for refinement.	 Green	35-50
Optimized	Exceeds benchmarks; highly effective and efficient process.	 Blue	>50

4 Activity Rate (4 Categories)

Category	Definition	Color	Range Values
Insufficient	Minimal follow-up; significant engagement gap.	 Red	Minimal and None
Inconsistent	Follow-up efforts are sporadic; needs more consistency.	 Orange	For now-nothing
Consistent	Meeting standard levels; opportunities for scaling.	 Green	Medium
Proactive	Highly engaged; exceptional follow-up driving results.	 Blue	HIGH

SECTION 2/3 COMBINED:

Header:  **"Your Lost Revenue: What It Means, How We Calculated It, and What to Do Next"**

Supporting Subhead:

"In this quick video, I'll walk you through how we calculated your lost revenue potential, the opportunities it reveals, and the steps you can take right now to recover it."

VIDEO LINK:

SECTION 3

 **3. How to Interpret Your Results**

 **Headline:**

"How We Calculated Your Lost Revenue Potential"

Supporting Subhead:

"In this quick video, I'll walk you through the key factors we used to estimate your lost revenue and why this number matters for your business."

Video LINK:

SECTION 4

4. BOOK A CALL

July 17 **Headline:** *"Let's Unlock the Revenue Sitting Inside Your CRM"*

Supporting Subhead:

"This isn't about adding more to your plate — it's about capturing what's already there. Book your free strategy call now to see exactly how to recover this hidden cash flow."

CALENDLY EMBED

Not ready to book? Email me your thoughts at will@volvnw.com, and I'll personally prioritize your response

SECTION 5

5. FAQ Section

July 17 **Headline:** FAQs

"How was my lost revenue calculated?"

- *We used key data points from your responses, combined with industry benchmarks, to estimate the revenue currently sitting untapped in your CRM. This figure is conservative but realistic to ensure actionable insights.*

"Is this number accurate?"

- *Yes! We use conservative benchmarks and data-backed formulas to calculate your lost revenue potential. The figure is realistic but errs on the side of caution to avoid overestimation. **Think of it as a snapshot of what's possible with the right strategies in place.***

"What happens during the strategy call?"

- *We'll review your report together, identify specific opportunities for improvement, and outline actionable steps to recover your lost revenue. It's all about clarity and direction.*

"Will this work for my industry?"

- *Yes! While industries differ, the principles of CRM optimization, follow-up efficiency, and pipeline management apply across the board.*

"Do I need to switch CRMs to fix this?"

- *Not necessarily. Our goal is to optimize your current CRM setup to maximize its potential. However, if your CRM is limiting your growth, we can explore better alternatives.*

"How quickly can I recover my lost revenue?"

- *This depends on your current processes and willingness to implement recommended changes. Many clients start seeing results within weeks of targeted campaigns.*

"What if I don't have a sales team?"

- *Even without a large team, you can still recover lost revenue by automating follow-ups, reactivating dormant leads, and refining your sales process.*

"What does this cost?"

- *The calculator is free to use, and the strategy call is complimentary. If you choose to work with us beyond that, we'll outline a plan tailored to your budget and goals.*

"Can I share this report with my team?"

- *Absolutely! Your report is a powerful tool to align your team and focus on key revenue opportunities.*

SECTION 6

6. Testimonials (Social Proof)

 **Headline:**

"What Our Clients Are Saying"

Supporting Subhead:

"Real stories of businesses like yours unlocking hidden revenue and transforming their sales processes."

<https://drive.google.com/drive/folders/1XeIFgSZ9OJBR82EB3FqPY~UsP0ekMPGv?usp=sharing>

Ryan:

Chris:

Andrew :

Jeremy :

Stephen B: