



GROWTH & AI CONSULTING

The MSME Revenue Leakage Audit

*6 places your revenue quietly disappears —
and how to plug them in 60–90 days*

A self-audit from Consult Advizo · India · GCC · USA

BEFORE YOU SCALE, STOP THE LEAKS

Most MSMEs don't have a growth problem. They have a leakage problem.

The average MSME in the Rs 2–15 Cr range has 18–25% of revenue recoverable through leakage fixes — before acquiring a single new client. The fastest growth is almost never "more leads." It's plugging what's already draining out the back.

This 6-point audit is how our consultants find that money. Work through each section and tick every box that is TRUE for your business today. Every box you cannot tick is revenue on the table — and a 60–90 day fix.

“We have never run this audit on a business and found nothing. The only question is how much.”

— Consult Advizo engagement team

01 Underpricing & stale rate cards

Typical recovery: 10–22%

- You have raised prices in the last 12 months.
- You know your win-rate at each price point.
- You are priced within ~10% of comparable providers.
- You offer tiered pricing (good / better / best).

02 Scope creep & unbilled work

Typical recovery: 12–18%

- Every contract defines what is included AND excluded.
- You have a formal, used change-order process.
- You track effort/time against the agreed scope.
- Clients actually pay for out-of-scope requests.

03 Discounting & weak payment terms

Typical recovery: 5–12%

- Discounts are approved by an owner, not given ad hoc.
- Payment terms are ≤ 30 days and enforced.
- You take deposits / milestones, not all-on-delivery.
- "Just this once" discounts don't quietly become permanent.

04 Client concentration & churn

Recovery: varies, often large

- Your top 3 clients are <50% of total revenue.
- You run a 90-day client health check.
- You know your churn rate — and why clients leave.
- You have a documented upsell / cross-sell motion.

05 Sales leakage — no system

Recovery: typically the biggest

- You have a written Ideal Customer Profile (ICP).
- There is systematic outbound — not only referrals.
- Leads are followed up 5+ times before giving up.
- You track pipeline by stage, every week.

06 Operational & delivery waste

Typical recovery: 8–15%

- Your core delivery processes are documented.
- The founder is OUT of day-to-day delivery.
- You measure margin per job (delivery cost vs price).
- You reuse templates/assets instead of rebuilding.

YOUR SCORE

Count the boxes you could NOT tick.

- **0–4 gaps** Tight ship. Fine-tune pricing & retention for the last few points.
- **5–12 gaps** Meaningful leakage — typically 10–20% of revenue is recoverable.
- **13+ gaps** Significant opportunity. We routinely recover 20%+ here, no new clients needed.

Want us to quantify YOUR leakage?

In a 21-day Growth & AI Diagnostic we surface at least five quantified opportunities across your revenue engine — with a 90-day plan to capture them. Or the readout is free.

Book your Diagnostic →

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