FREE AUDIT CHECKLIST

Your business is sitting on more revenue than you realise.

Inkanoko finds the revenue independent businesses are already losing, then fixes it. No lengthy transformation, no big disruption — just a clear view of where deals are leaking and a practical plan to stop it, working with what you already have.

SOUND FAMILIAR?

Enquiries go quiet

Leads come in warm and go cold before anyone notices they've stalled.

Follow-ups fall through the cracks

No one owns the moment after "I'll get back to you" — so often, nobody does.

Deals are lost without knowing why

Opportunities disappear from the pipeline and no one can say exactly where they went.

HOW WE THINK ABOUT IT

01

We map how opportunities move

How enquiries, proposals and deals flow through your business, and where they stall.

02

We show you what it's costing

Where follow-ups drop off, where momentum fades, and how much revenue is slipping away.

03

We fix it, with what you have

Practical improvements that start working quickly, using the tools you already run today.

> *"We map what's actually happening in your business, not what should be happening on paper. We find the gaps, quantify what they're costing, and recommend fixes you can act on immediately."*
>
> Lloyd, Founder — 25 years across finance & sales

Turn the page for a 12-question self-assessment you can run on your own business today →

FREE AUDIT CHECKLIST

The Revenue Leak Checklist

12 questions to find out where your business is losing deals it should be winning.

Most independent businesses lose revenue not because of bad products or bad people, but because nobody has mapped what actually happens between first enquiry and closed deal. Answer honestly — a "no" isn't a failure, it's a place to start.

01 · Enquiry & first response

- [ ] **Do you know exactly how many enquiries came in last month, from every channel?**
  If you can't count it, you can't manage it.
- [ ] **Is there a maximum response time for a new enquiry, and does everyone know what it is?**
  Speed to first response is one of the strongest predictors of whether a deal closes.
- [ ] **If a lead comes in on a Friday afternoon, do you know exactly who follows up, and when?**
  Gaps in ownership are where enquiries quietly go cold.

02 · Follow-up

- [ ] **Does every enquiry have a named owner responsible for chasing it?**
  "Someone will get to it" usually means no one does.
- [ ] **Is there a set follow-up cadence (e.g. day 1, day 3, day 7), or does it depend on who's free?**
  Consistency beats effort here — a system outperforms good intentions.
- [ ] **Could you say right now how many "warm" enquiries haven't been contacted in the last 7 days?**
  If the honest answer is "no idea," that's the leak.

03 · Proposals & quotes

- [ ] **Do you track how long a quote sits before anyone follows it up?**
  The showroom that stays in front of the customer is usually the one that wins the job.
- [ ] **Is there a standard number of follow-up touches before a quote is marked as lost?**
  Without one, quotes don't get lost — they just get forgotten.
- [ ] **Do you know your quote-to-close conversion rate for the last quarter, in an actual number?**
  Not a gut feeling — a number you could defend.

04 · Pipeline visibility

- [ ] **Could someone other than you explain exactly where every live deal currently stands?**
  If the pipeline lives in one person's head, it isn't a process — it's a dependency.
- [ ] **If your best salesperson left tomorrow, would their open deals still be visible to the business?**
  This is usually the most expensive blind spot in the whole checklist.
- [ ] **Do you know, in real numbers, what a 10% improvement in follow-up would be worth to your revenue?**
  If not, that's exactly what the audit is for.

Answered "no" to four or more? You're not alone — most of the independent businesses we work with are in the same place when they start.

It usually isn't a people problem. It's a process gap nobody's had time to map — and once you can see it clearly, the fix is often simpler than expected.

Want a proper answer, not just a guess?

The Inkanoko Audit maps your exact process in two days and shows you, in real numbers, what each gap is costing you.

Book your free 15-minute call →