REVENUE OPERATIONS

$52K a month in recurring revenue, surfaced.

The money was already there. The reporting had simply stopped counting it.

Client A single client

$52K

Per month in recurring unrecognised revenue

Surfaced for a single client through pipeline reconciliation and deal-stage realignment. This is revenue the business had already won and was not recognising, not new revenue generated.

THE SITUATION

The pipeline and the revenue record had stopped agreeing.

Deal stages had drifted away from the real state of each deal. Once that happens the pipeline stops describing the business, and anything sitting between the two records goes uncounted.

Nothing was missing and nothing had been lost. A recurring revenue line was running every month without ever showing up as recurring.

WHAT WE DID

- Reconciled every open deal against what was actually recorded
- Reset deal stages to reflect the real state of each deal
- Isolated and quantified the recurring line that was going uncounted

WHAT MADE IT WORK

This was recognition, not growth.

The revenue was already being earned every month. The reporting had simply stopped reflecting it, so nobody was counting it.

Audit first
The diagnosis comes before any proposal.

Fixed scope
Written and bounded. No open ended retainer.

Senior operators
The people who scope it are the people who do it.

One name owns it
A single lead is accountable for the number.