

A free report for small and mid-sized business owners in the Gulf

7 Silent Leaks Draining Your Company's Profit

and how to close them in 30 days

A practical guide with a 10-minute self-check and a week-by-week plan

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Before you start

Most businesses don't lose money in one big event. They lose it quietly, every day, in small gaps between people, processes and customers.

These gaps never show up in the accounts. There is no line called "customer left because nobody answered", and no line called "hours lost copying data". But they are real, and they add up every month.

In my work with business owners, almost the same seven leaks appear in every sector. I collected them here, with a simple way to spot and close each one.

How to use this report

- 1 Read each leak and answer the quick test honestly.
- 2 Score yourself 0, 1 or 2 for each leak.
- 3 Add up your score, then follow the 30-day plan, starting with your two weakest points.

1

Leak 1

Slow replies to inquiries

What it looks like

- WhatsApp, Instagram and phone inquiries wait for hours, especially after hours and at busy times.
- Nobody clearly owns each channel.
- Answers change with whoever is on shift.

Why it costs you: Customers contact several businesses at once and usually buy from the first one that gives a useful answer. Every hour of delay sends part of the advertising you paid for to a competitor.

Quick test

When did you last measure your average reply time to a new inquiry?

0

Never, or over an hour

1

Within an hour, working hours only

2

Within minutes, evenings and weekends too

How to close it

- Give each channel one owner and a clear reply-time target.
- Write accurate ready answers for your top 20 questions: prices, availability, location, payment.
- Offer every inquiry a clear next step: a booking, a call or a payment link.



Where automation helps

An AI assistant that answers in seconds, in Arabic or English, from your approved information only, then books or hands the chat to your team with a summary.

2

Leak 2

Missing follow-up

What it looks like

- Quotes go out and nobody follows up.
- "Let me think about it" ends the conversation instead of starting the follow-up.
- Follow-up depends on someone's memory.

Why it costs you: Most buying decisions need more than one touch. Without follow-up, you paid for an interested customer and handed them to whoever followed up after you.

Quick test

Do you have a written follow-up schedule for every quote or inquiry?

0

None

1

Depends on the person

2

Written, with reminders or automatic messages

How to close it

- Set a fixed schedule: day 1, 3, 7, 14 and 30.
- Mix channels: message, call, email, and something useful instead of "have you decided?".
- Record the reason behind every "no" so you know what to fix in the offer.



Where automation helps

A system that reminds your team, sends follow-ups on time, and shows every open deal on one screen.

3

Leak 3

Forgotten past customers

What it looks like

- No single list of customers with their last purchase date.
- No reminder for the next visit or renewal.
- All marketing goes to new customers only.

Why it costs you: Selling to someone who already knows and trusts you is far easier and cheaper than winning a new customer. The list you already have may be your biggest untapped source of revenue.

Quick test

Could you pull a list of customers who haven't bought in 90 days, today?

0

No

1

Yes, manually and with effort

2

Yes, and we contact them regularly

How to close it

- Put all customers in one list: name, number, last purchase, value.
- Send a "we miss you" message with a simple offer to anyone gone 90+ days.
- Add regular service reminders and a small referral program.



Where automation helps

Automatic grouping by last purchase, with reminder and win-back messages sent at the right time, no manual work.

4

Leak 4

Blurry ownership, repeated mistakes

What it looks like

- The same mistake happens every month.
- "I thought someone else was doing it" is a familiar sentence.
- The owner is the bottleneck for every small decision.

Why it costs you: Every repeated mistake means rework, refunds, unhappy customers and a tired team. Worse: the owner's time goes to firefighting instead of building.

Quick test

Are your 5 most important processes written down, each with one owner?

0

No

1

Some of them

2

Yes, and reviewed regularly

How to close it

- Write your 5 key processes: welcoming a customer, selling, delivery, collecting payment, after-sales service.
- Give each one owner and a one-page checklist.
- Hold a 30-minute weekly review: what broke, why, and who fixes it.



Where automation helps

Automatic alerts when a task moves between people, and reports that show what is late before it becomes a problem.

5

Leak 5

Hiring for repetitive tasks

What it looks like

- Hours lost on data entry, copying between systems and manual reports.
- The same questions answered dozens of times a day.
- Every bit of growth means another hire.

Why it costs you: Salaries, visas, training, absences and resignations, for work a system could do more accurately and around the clock.

Quick test

How many hours a week does your team spend copying, pasting and answering the same questions?

0

More than 20, or I don't know

1

Between 5 and 20

2

Less than 5

How to close it

- Log repetitive tasks for one week, with the time each takes.
- Pick the 3 that take the most time.
- Automate those first, then move the freed time to sales and service.



Where automation helps

Digital employees: forms that move data automatically, reports that build themselves, and an assistant for repeated questions.

6

Leak 6

Decisions without numbers

What it looks like

- No weekly numbers dashboard.
- You don't know what one customer costs you or where customers come from.
- You find out about problems when they reach the bank account.

Why it costs you: Without numbers you keep spending on channels that don't work, and you discover problems late, when they are more expensive to fix.

Quick test

Do you know this week's inquiries, conversion rate, average sale value and cash position?

0

No

1

Monthly, through the accountant

2

Weekly, on a clear dashboard

How to close it

- Track 5 numbers weekly: inquiries, sales, average sale value, returning customers, cash.
- Work your target backwards: customers × price × frequency.
- Spend 20 minutes a week reading the numbers and making one decision.



Where automation helps

A dashboard that updates itself from your systems, with an instant alert when an important number drops.

7

Leak 7

Marketing without a system

What it looks like

- Scattered posts and ads with no clear offer.
- No way to capture interested people and follow up.
- When sales drop, the only answer is a discount or a boosted post.

Why it costs you: You pay for attention that never becomes customers, and end up competing on price instead of value.

Quick test

Do you have a clear offer, a way to capture interested people, a follow-up sequence, all measured?

0

No

1

Partly

2

Yes, and measured

How to close it

- Choose one customer segment and speak to it alone.
- One clear message: the problem, the solution, the proof.
- A useful free offer that makes interested people raise their hand, then follow-up, then measurement.



Where automation helps

A page that captures interest, a message sequence that runs by itself, and reports showing which message and channel actually bring customers.

Your score

Add up your scores for the seven leaks. The total is out of 14.

1	Slow replies to inquiries	___ / 2
2	Missing follow-up	___ / 2
3	Forgotten past customers	___ / 2
4	Blurry ownership, repeated mistakes	___ / 2
5	Hiring for repetitive tasks	___ / 2
6	Decisions without numbers	___ / 2
7	Marketing without a system	___ / 2
Your score		___ / 14

0 – 5

Serious leaks

Start now with leaks 1 and 2. They are the fastest way to recover money you are losing today.

6 – 10

A good base

Close 2 or 3 leaks and you will see a clear difference within a month.

11 – 14

Ready to scale

The base is strong. Automation here multiplies results instead of patching gaps.

The 30-day plan

Week 1

Measure: reply time, open quotes and the five numbers. Pick your two weakest leaks.

Week 2

Close the reply leak: an owner per channel, ready answers, and after-hours help.

Week 3

Build the follow-up schedule and send a win-back message to past customers.

Week 4

Write the five processes with owners, automate your 3 most repetitive tasks, start the weekly dashboard.

Who is Saleh Haidar



I work in business development, project management and AI automation. I started from zero in four countries, built and ran my own businesses, and founded AI Mentors Agency in Dubai.

I help business owners diagnose weak points, reorganise projects and teams, and build smart systems that cut waste and restore control over operations. I have trained more than 400 people and hold certifications from IBM, Google, the University of Michigan and INSEAD.

A free 30-minute diagnosis session

We review your score together, find the 3 biggest leaks in your company, and you leave with a practical 30-day plan.

No obligation. If the session isn't useful to you, you've lost 30 minutes.

Book your session

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