

ASSET 05

Enterprise Edition

Benchmark & ROI Guide

Directional benchmarks and recovery scenarios for sizing the cost of delay.

Benchmark Guide

Use this alongside the dashboard to judge whether the current pipeline is healthy enough to scale.

WHAT THIS GUIDE CLARIFIES

Best used for

Use this guide when you need a more grounded read on urgency, pipeline health, and the real cost of waiting before increasing ad spend.

What's inside

- Core operating benchmarks for the pipeline
- Recovery scenarios to estimate directional upside
- Cost-of-delay framing for 30, 90, and 365 days
- A reality check on whether the system is ready to scale

Best move tonight

Benchmark the three weakest metrics, estimate the 90-day cost of delay, and use that number to prioritize the first system fix.

Executive benchmark table

Key operating ranges

Metric	Healthy signal	Fix it week
Speed to lead	Under 5 minutes	Automated response + call task
Booked-call rate	25%-50%+	Booking path + follow-up
Show rate	70%-85%+	Reminders + pre-call context
Close rate	20%-35%+	Call framework + objections
ROAS	3x+	Source-to-sale tracking
Follow-up touches	5+	Automated sequence

ROI scenarios

Conservative recovery

Recovering just one additional client per month at \$2,500 average value equals \$30,000 annualized revenue.

No-show lift

If 50 booked calls/month show at 60%, lifting show rate to 75% creates 7.5 more conversations without buying more leads.

Follow-up lift

If 100 leads/month do not book and 10% can be recovered with better follow-up, that creates 10 additional conversations before ad spend changes.

Cost of delay

Monthly leak

Use the dashboard to estimate monthly leakage by stage.

90-day cost

Multiply monthly leak by three. This is the decision window for acting or waiting.

Annualized impact

Multiply monthly leak by twelve only as directional planning, not a guaranteed outcome.