

ASSET 07

Enterprise Edition

Sample Audit & ROI Scenario

A completed example showing how the package turns inputs into a decision and action plan.

Worked Example

Use this as a reference point while building your own scorecard, opportunity estimate, and sprint.

WHAT THIS EXAMPLE SHOWS

Best used for

Use this worked example as calibration before running your own audit so you can see how numbers, diagnosis, and first-fix logic connect.

What's inside

- A full sample business snapshot
- Diagnosis and biggest leak interpretation
- First-fix selection logic
- A simple action plan tied to the diagnosis

Best move tonight

Compare your current pipeline numbers to the sample, then note where your leak shows up earlier or later in the pipeline than this example.

Sample business

Profile

Local service business with 120 monthly leads, 42 booked calls, 29 showed calls, 7 new clients, \$2,500 average value, and \$4,500 monthly ad spend.

Diagnosis

The largest practical leak is no-show and follow-up inconsistency. More ads would likely increase the leak rather than fix it.

First fix

Install reminders, no-show recovery, and a structured 5-touch follow-up path.

Sample action plan

Day 1

Complete audit and verify baseline metrics.

Day 2

Install instant response and booking confirmation.

Day 3

Deploy reminder sequence.

Day 4

Deploy no-show recovery.

Day 5

Deploy proposal follow-up.

Day 6

Reactivate old leads.

Day 7

Review dashboard and set next target.