

ASSET 03

Enterprise Operating Manual

System map, score interpretation, and the operating rhythm for recovering revenue leaks.

Operating manual

Use this manual to understand the framework, interpret the score correctly, and sequence the right first fix before changing traffic or budget.

Lead-to-Client Recovery System
Integrated Business Solutions

Inside this asset

Use this first when you need to understand the system, interpret the score correctly, and decide which recovery lever to install before changing traffic.

Best used for Founders or operators who need a quick read on what the score means before editing scripts, follow-up, or ad spend.	Best move tonight Read the score interpretation, circle the weakest stage, and open only the scripts tied to that leak.
What's inside Executive promise and principle, stage map, score bands, 7-day sprint, and the weekly review SOP.	Page flow Summary → promise → stage map → score logic → sprint → weekly review cadence.

Executive promise and operating principle

Executive promise

By the end of this system, you will know the weakest point in the lead-to-client path, the estimated monthly cost of that leak, and the first recovery system to install.

The operating principle

Do not spend more money on traffic until response speed, follow-up, show rate, conversion, and tracking are reliable enough to hold the volume.

7-day outcome

Install one measurable revenue recovery system: fast response, follow-up, no-show recovery, proposal follow-up, or attribution.

The lead-to-client map

Use this as the operating chain. Each stage has a failure mode and one primary recovery lever.

Stage	What can break	Primary recovery lever
Lead arrives	Slow response or missing source	5-minute response + CRM capture
Lead books	Friction or weak follow-up	Booking path + 5-touch sequence
Call scheduled	No reminders or low commitment	Confirmation and pre-call context
Call completed	No framework or weak next step	Call structure + recap
Proposal pending	Ghosting or no cadence	Proposal follow-up system

Score interpretation

Treat the score as operating readiness, not as a vanity metric. The lower the band, the earlier the system failure.

0-10	Critical Leak Major parts of the acquisition system are missing. Fix response, tracking, and follow-up before scaling.
11-17	Unstable System There is revenue being created, but the system is inconsistent. Prioritize the lowest-scoring domain.
18-22	Growth Ready The system is usable. Targeted improvements should create meaningful lift.
23-25	Optimized Focus on source-level scaling and marginal improvements.

7-day implementation sprint

Install one measurable recovery system this week. Do not spread effort across multiple fixes at once.

Day	Focus
1	Complete the scorecard and dashboard. Identify the largest leak.
2	Install the 5-minute response system.
3	Deploy the 5-touch follow-up sequence.
4	Add confirmation and no-show recovery.
5	Standardize post-call and proposal follow-up.
6	Reactivate old leads.
7	Review the dashboard and choose the next fix.

Weekly review SOP

Use one calm review cadence each week. The goal is to decide the next fix, not to drown in data.

Review agenda

Ask what moved, what broke, which source produced clients, which follow-up step worked, and what will be installed next week.

Step	Question	Decision
1	What metric moved most?	Keep or change the current fix
2	Where is the largest leak now?	Pick one next process improvement
3	Which source produced clients?	Reallocate attention and spend
4	Which follow-up step worked?	Document and repeat
5	What will be installed next week?	Assign owner and date