THE LEAKY PIPE

LEAD *to* MARGIN ADVISORY

Every job runs through nine steps from your advertising bill to your bank account. Each one is a place the job, or its profit, leaks out. Your agency works on step 1. These nine are the whole pipe.

$ IN · advertising → leaks through 9 steps → **$ OUT · the bank**

1
Paying for leads that turn into jobs

Your agency only works on this one. Most owners can see cost per lead, almost none can see cost per signed job by source.

2
Answering the phone

A lead you paid for hits voicemail after hours and calls the next company. The first to call back usually wins.

3
Booking the visit

Your best salesperson drives across town to someone who was never serious, or who isn't even home.

4
The sales visit

Some reps close, some don't, and they all pitch it differently. Your close rate rides on who showed up.

5
Showing a monthly payment

A big total is a hard yes. A monthly payment is an easier one. Financing only comes up after they balk.

6
Following up

The quote goes out and nobody calls. The customer signs with whoever stayed in touch.

7
Discounts

A few points off the price can be half the profit on the job, and nobody is tracking the total.

8
Running the sales team

When nobody tracks what happens after the lead, every lost job gets blamed on marketing and nothing gets fixed.

9
Getting paid, reviewed and referred

The job's done, you're chasing the last check, and nobody asked for the review or referral that brings the next job.

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