

THE 20% PROFIT LADDER

1. Start tracking the 10 key numbers that tell you how well you utilize your leads and where the money goes. **Worksheet 1**
2. Start tracking the lead sources and the cost of those leads.
Worksheet 2 & 3
3. Price up gross profit to be 58% on service; 51% on installs; at 50% billable hourly efficiency.
4. Determine what level of revenue is needed to put overhead in proper balance with the sales level both service & installation departments.
5. Maximize sales to past customers using proven direct mail, magnets & window thermometers.
6. Utilize well tested proven promotions to sell off unsold time to new customers.
7. Determine the actual new customer costs and adjust new customer prices to fund those costs.
8. If your yellow page new customer cost is over \$50, consider using layouts that have a better national track record.
9. Utilize proven radio, TV and cable to maximize yellow pages, direct mail and newspaper response as well as maximizing the direct results from the medias themselves.
10. Set up a system to catch technicians stealing your customers and materials.
11. Track customer satisfaction & custom retention.
12. Set up systematic marketing review to refine and correct for market changes to get pricing, staff, marketing sales and profit goals.

© MikeMorosi, Sr.