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FREE WORKSHEET

Missed enquiry cost worksheet

One month of your own numbers, the four-line formula, and a list of where the misses happen.

1. Tally one month by channel

Month: _____ Leave out spam and existing customers calling about work in progress.

Channel	Enquiries	Answered in time	Missed or too late
Phone calls answered live			
Voicemails			
Website form			
Email			
Social messages and DMs			
Other: _____			
Total			

2. The four numbers

A. Enquiries per month	_____
B. Missed or answered too late, as a % of A	_____
C. Answered enquiries that became customers (%)	_____
D. Value of a new customer ($) first sale / lifetime (circle one)	_____

3. The arithmetic

1. Missed enquiries a month = A × B% = _____
2. Customers lost a month = missed × C% = _____
3. Revenue lost a month = customers lost × D = $_____
4. Revenue lost a year = monthly × 12 = $_____

Cautious version: lower C by a third for the missed enquiries, since some of them were only shopping around. Cautious yearly figure: $_____

4. Where the misses happen

- ☐ While I am on a job or with a customer
- ☐ Lunch hour
- ☐ Before opening or after closing
- ☐ Weekends
- ☐ Forms or messages nobody checks daily
- ☐ Voicemails returned the next day

The biggest box ticked is where the first fix goes. Recount in three months: date _____
