NEWELLOI

OWNER'S WORKSHEET / 01

The 30-Day Cash Leak Count

Find out where your business is losing money, before you buy anything. A companion to Owner's Guide 01, Before You Spend a Dollar on AI.

Business _____

Trade _____

Counting period: from _____

Counted by _____

How to use this worksheet

1. **Pick 30 ordinary days.** Avoid your busiest holiday week or a shutdown.
2. **Give one person the job.** Usually your office manager. It takes a few minutes a day, or an afternoon at the end of the month.
3. **Fill in Part A from your records only.** Phone logs, your field-service or scheduling software, invoices and your accounts receivable report. No guessing.
4. **Fill in Parts B and C afterwards.** That's where assumptions come in, and they stay clearly separate from what you counted.
5. **Pick one cash leak to fix first** in Part D, and keep its count as your "before" number.

> **WHY COUNT FIRST?**
>
> A customer who never reached you leaves no record. That's why these losses are easy to live with for years. Counting them for 30 days, before you buy any software or AI, tells you which cash leak is worth fixing and gives you a "before" number to judge any fix against.
>
> Keep two kinds of numbers apart. **Observed** numbers (Part A) are what you counted. **Estimated** numbers (Part C) are what you think they're worth. Only a before-and-after measurement turns an estimate into a **verified** result.

Part A: Count what happened

These are **observed** numbers: counted directly from your own records during the 30 days:

	Cash Leak	Where to look	What to count	Your count
A1	Missed calls and messages	Phone system or call log; web form inbox	Calls and messages not answered by a person	
A2	...with no same-day call back	Call log and call-back notes	Of A1, how many got no call back the same day	
A3	Estimates gone cold	Estimating or field-service software	Estimates older than 14 days with no decision and no follow-up	
A4	Unbilled work	Completed jobs vs. invoices	Jobs where the invoice was missing, late or didn't match the work. Number and dollars.	
A5	Slow collections	Accounts receivable aging report	Dollars more than 60 days past due	
A6	Customers who drifted	Customer list or service history	Past customers due for service who didn't book	

Part B: What a typical job earns you

Use what the work actually earns you **after parts and labor**, not the ticket price. Your accountant can help.

B1 Margin on a typical job, after parts and labor: $ _____

B2 Margin on a typical accepted estimate, after parts and labor: $ _____

Part C: Estimate the opportunity

These are **estimated** numbers. They tell you where to look, not what you'll get. Fill in all three cases, and keep the low case even if it's small. The rates shown are suggested starting assumptions; replace them with your own judgment.

	Per year	How to calculate	Low	Base	High
C1	Jobs won back from faster response	A2 × booking rate × B1 × 12. Suggested rates: 10%, 20%, 30%			
C2	Estimates closed by follow-up	A3 × close rate × B2 × 12. Suggested rates: 5%, 10%, 15%			
C3	Unbilled work now billed	Dollars from A4 × 12. Work already done only, never the new jobs in C1 or C2			
C4	Bad debts avoided	Only invoices that would otherwise have been written off			
C5	Office hours freed	$0, unless the hours will bring in paid work, avoid a hire or cut overtime	$0	$0	
C6	**Estimated added operating earnings**	**C1 + C2 + C3 + C4 + C5**			
C7	*Separately: cash freed by collecting faster*	*From A5. Improves cash, not earnings. Don't add to C6.*			

A WORKED EXAMPLE

Nine callers in a month got no same-day call back (A2). If 1 in 5 would have booked, at $220 a job after parts and labor (B1), the base case is 9 × 20% × $220 × 12 = **$4,752 a year**, or about $400 a month.

THREE RULES THAT KEEP THIS HONEST

Count each job once. If a job could fit two lines, put it in one.

Collecting faster is cash, not earnings. It only adds to earnings when an invoice would otherwise have gone unpaid (C4).

An estimate is not a result. Only a before-and-after measurement, against a fair comparison, tells you what a fix actually earned.

Part D: Which cash leak first?

Rank the cash leaks by their base-case estimate and by how easy they'd be to fix. The count for your first choice is your "before" number: the baseline any fix will be measured against.

Rank	Cash Leak	Base-case estimate (from Part C)	"Before" number (from Part A)
1			
2			
3			

Notes: anything unusual about these 30 days?

_____

_____

_____

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WANT A SECOND OPINION?

Send your completed worksheet to NewellOI. We'll send back an honest low, base and high review, including whether the cost of fixing a cash leak would outweigh what it's worth. We use your numbers only to review your business, and we never share them.

newelloi.com

Examples and suggested rates are illustrative assumptions, not forecasts or guarantees. Third-party research is not a NewellOI customer result.