SOARING DEMAND / ILLUSTRATIVE DELIVERABLE

See what a diagnostic makes clear.

A scorecard, the handoffs behind it, ranked constraints and a 90-day plan. One business question, brought into focus.

Fictional teaching example. Every business detail, number, observation and proposed action below is illustrative. This is not a client case study, benchmark, forecast or promised result.

THE BUSINESS QUESTION

Should the operator increase lead spending before the next planning period?

One brand, one service line, two locations and a 90-day lead cohort. The example links all 200 inquiries to final outcomes after the cohort has matured. Actual work would reconcile the dates, evidence and exclusions before drawing conclusions.

ILLUSTRATIVE RECOMMENDATION

Hold the broad budget increase until booking outcomes, staffed capacity and contribution are reconciled. Test a defined response improvement first, then decide whether additional demand can be delivered profitably.

01 / BASELINE AND DEFINITIONS

Follow the same work through the system.

Measure	Illustrative baseline	Definition / decision use
Valid inquiries	200	Deduplicated, in-scope opportunities; spam and duplicates excluded.
Contacted inquiries	160 / 200 = 80%	Two-way contact recorded; 40 have no documented contact.
Bookings	100 / 160 = 62.5%	Appointments accepted from contacted inquiries; not completed work.
Completed jobs	80 / 100 = 80%	Final completed jobs from the same matured cohort; resolve 20 other outcomes.
Staffed delivery slots	90 planned; 80 completed	Like-for-like service windows; bookings exceed the plan by 10, subject to schedule reconciliation.
Completed-job revenue	$120,000	80 jobs at an illustrative average of $1,500, net of credits and discounts.
Direct delivery costs	$72,000	Direct labor, materials, subcontractors and other agreed variable delivery costs.
Acquisition expense	$12,000	Agreed acquisition costs allocated to the same cohort; avoid double counting.
Contribution after acquisition	$36,000 / 30%	$120,000 - $72,000 - $12,000. Before fixed overhead, financing and tax; not net profit.

For the example, $150,000 of booked value would overstate completed-job revenue by $30,000. The difference is an outcome to explain, not a forecast of recoverable revenue. Contribution is $450 per completed job before fixed overhead, financing and tax.

02 / HANDOFF MAP

Find where the record changes hands.

Handoff	Evidence to reconcile	Accountable owner
Inquiry > response	Lead ID, first-response timestamp, contact outcome and duplicate rules	Contact-center lead
Response > booking	Booking ID, accepted service, appointment window and declined reason	Booking manager
Booking > delivery	Dispatch record, skill match, capacity, cancellation and completed-job status	Operations lead
Delivery > contribution	Invoice, credits, direct costs and acquisition-cost allocation	Finance lead

03 / RANKED CONSTRAINTS

Separate the signal from the explanation.

Priority	Signal in this example	What it establishes	Next evidence
1 · Reconcile outcomes	20 bookings do not become completed jobs	A material reporting and outcome gap; it does not establish recoverable revenue.	Classify cancellations, no-shows, reschedules and true losses against final job records.
2 · Test response coverage	40 valid inquiries have no documented two-way contact	An uncontacted group worth sampling; it does not prove poor response caused every loss.	Review timestamps, attempts, demand quality and coverage by day and service window.
3 · Reconcile capacity	100 bookings against 90 planned staffed slots	A possible mismatch between demand promised and delivery available.	Check timing, skills, geography, overtime and reschedules before changing spend.

04 / 90-DAY ACTION PLAN

Give each action a decision gate.

Period	Action and owner	Evidence / decision gate
Days 1-30	Operations + finance reconcile lead, booking, job and invoice IDs. Publish the definition register and classify the 20 uncompleted bookings.	A reconciled cohort, documented exclusions and an agreed contribution calculation. Unexplained differences stay visible.
Days 31-60	Contact-center lead pilots a defined response-coverage change for one service window. Operations compares booked demand with staffed slots each week.	Compare contact, completion, delivery cost and contribution with the baseline. Check whether demand mix changed; do not assume a causal lift.
Days 61-90	Executive sponsor reviews the pilot and sets channel budgets by service, geography and available capacity. Assign continuing owners and review dates.	Expand only where additional work can be delivered at acceptable incremental contribution. Stop or redesign changes that only increase bookings.

05 / EXECUTIVE READOUT

A decision, an owner and the next review.

The executive readout separates observed facts, hypotheses, missing evidence and decisions. Each action has an owner, a review date and an explicit reason to continue, change or stop. The actual diagnostic is scoped around the buyer's question; this sample is a condensed example of its output.

A CLEAR BASIS FOR THE NEXT GROWTH DECISION

The Growth Diagnostic establishes the baseline, traces the handoffs and sets a practical 90-day plan.

Explore the Growth Diagnostic: soaringdemand.com/services/growth-diagnostic

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