



strategies  
**INCUBATOR**



# WELCOME TO THE STRATEGIES INCUBATOR!

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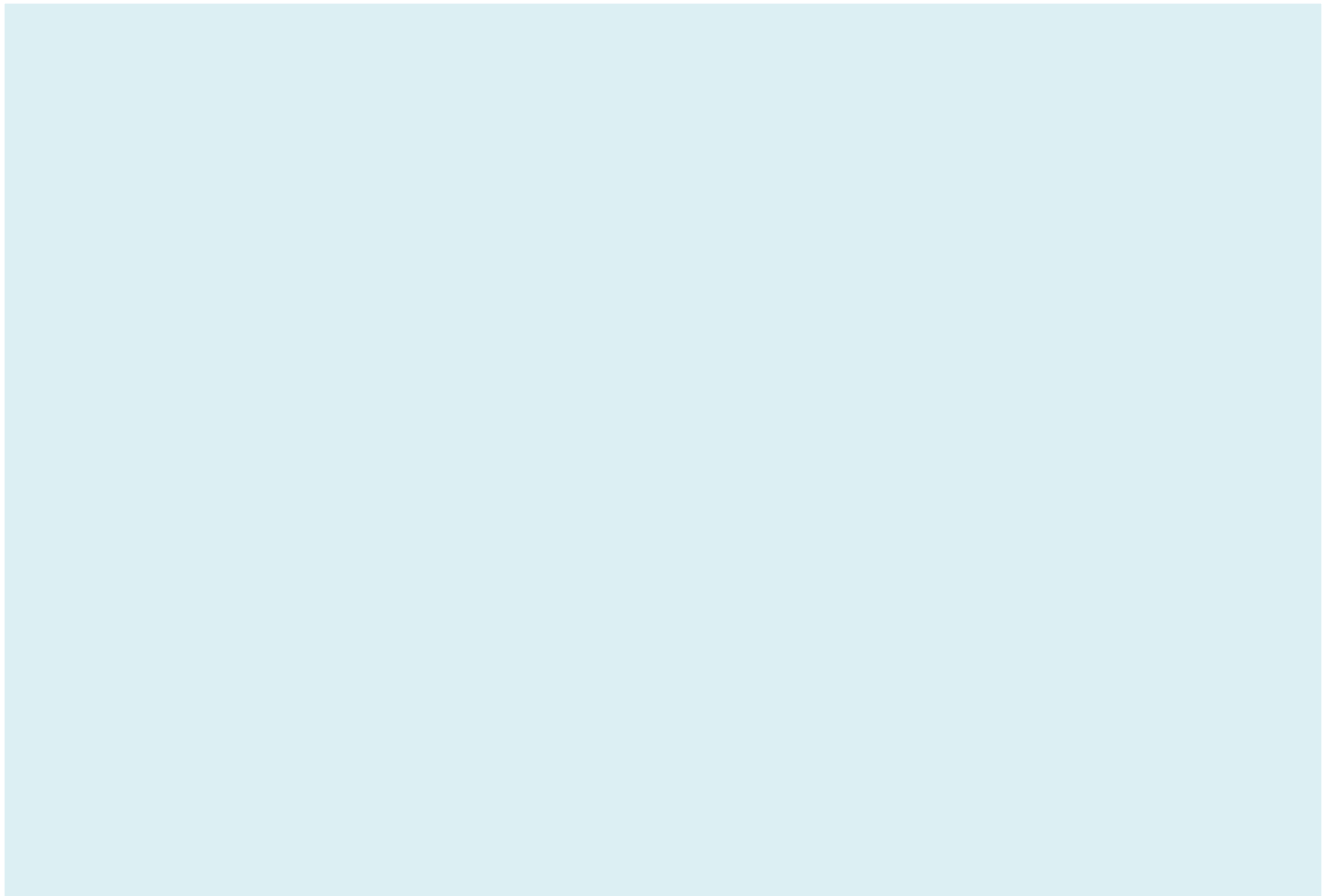
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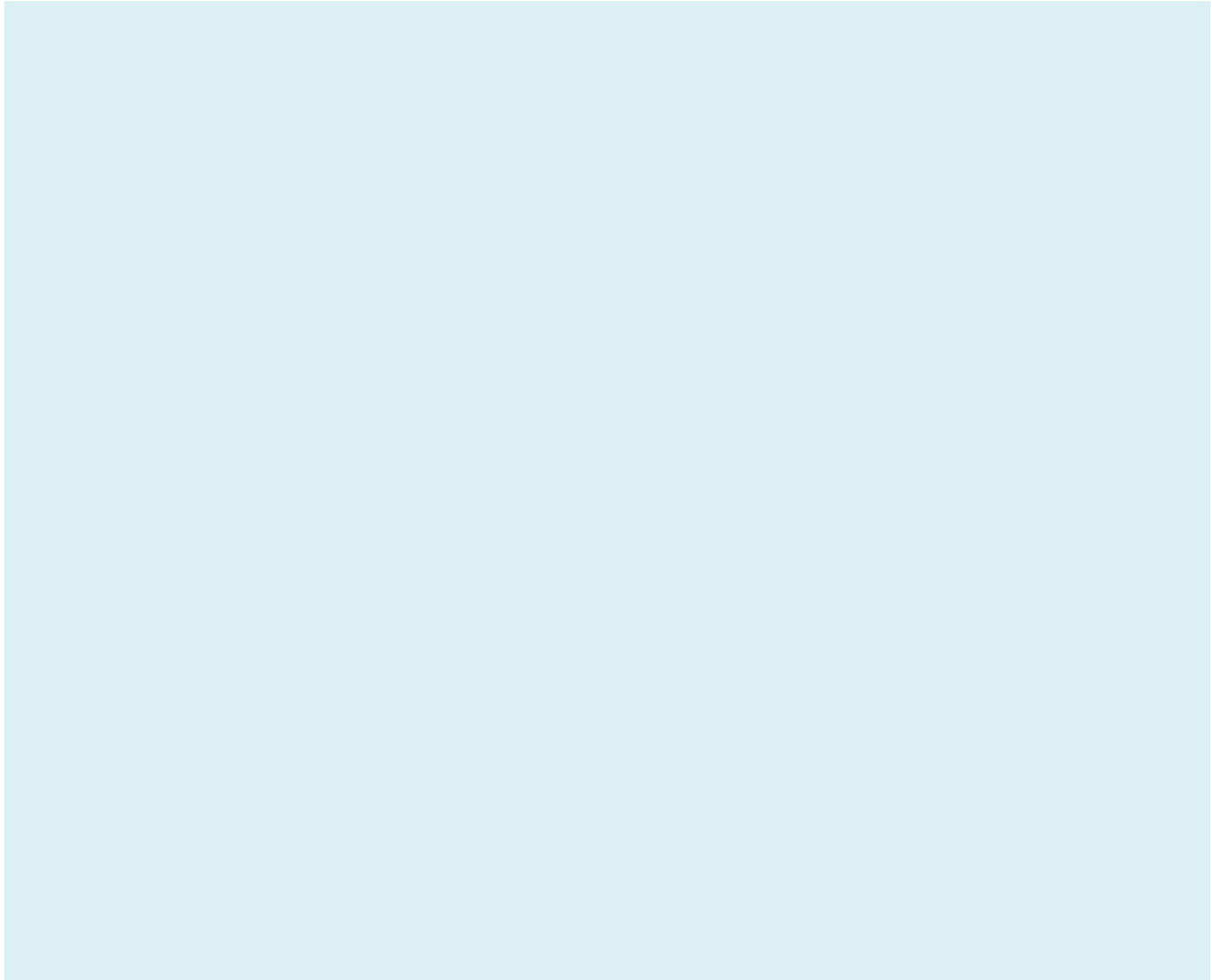


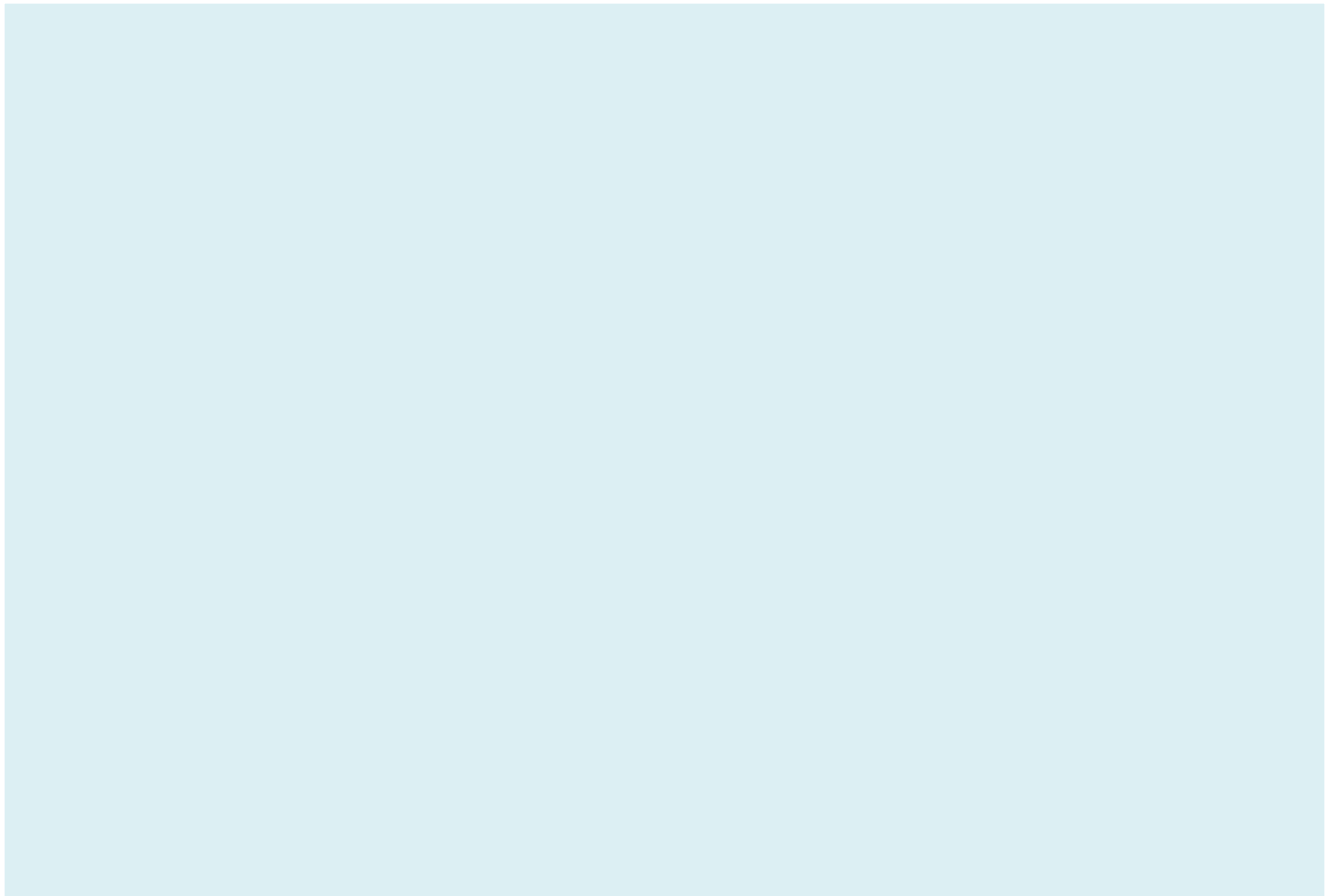
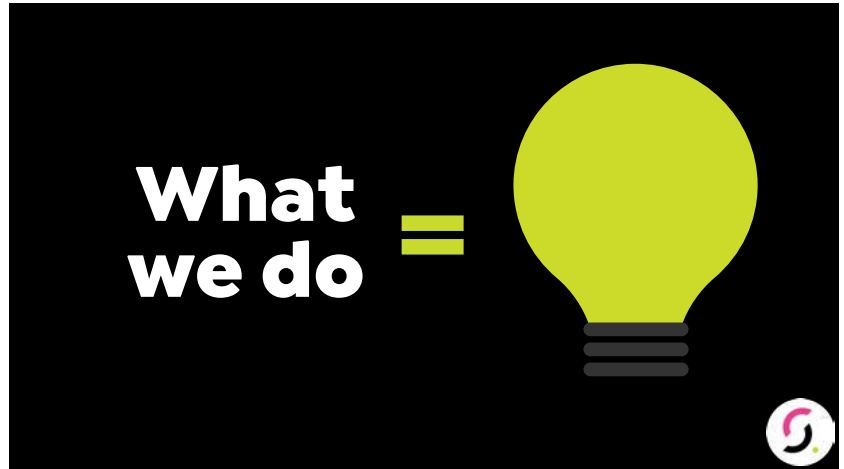
**heart**



**smart**







**IMAGINE**  
**this is a benchmark  
in time**



**IMAGINE**  
**overcoming  
yesterday's challenges**



**Does your company**  
**BUILD INDIVIDUALS**  
**or are you**  
**GROWING A TEAM**



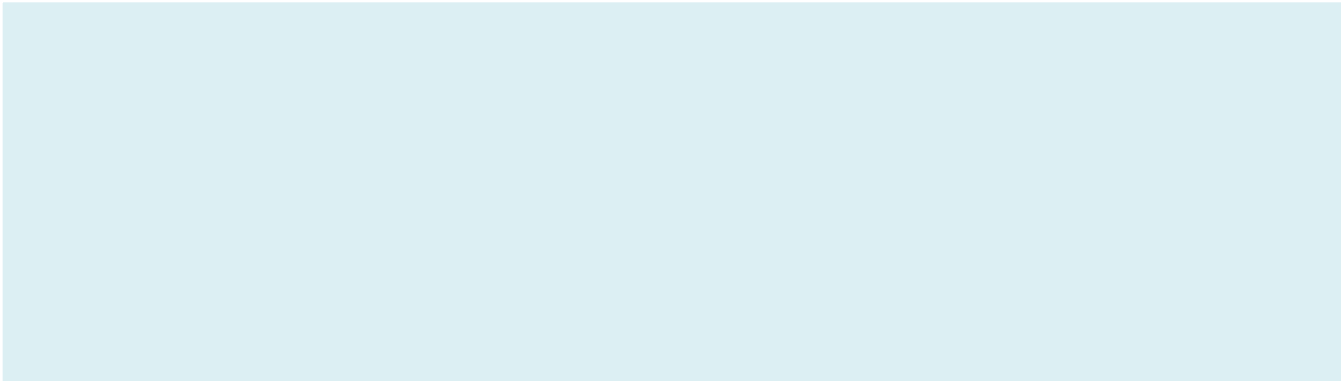
Does your current business model  
**BUILD FOLLOWINGS**  
or are you creating clients who are  
**LOYAL TO THE BUSINESS**



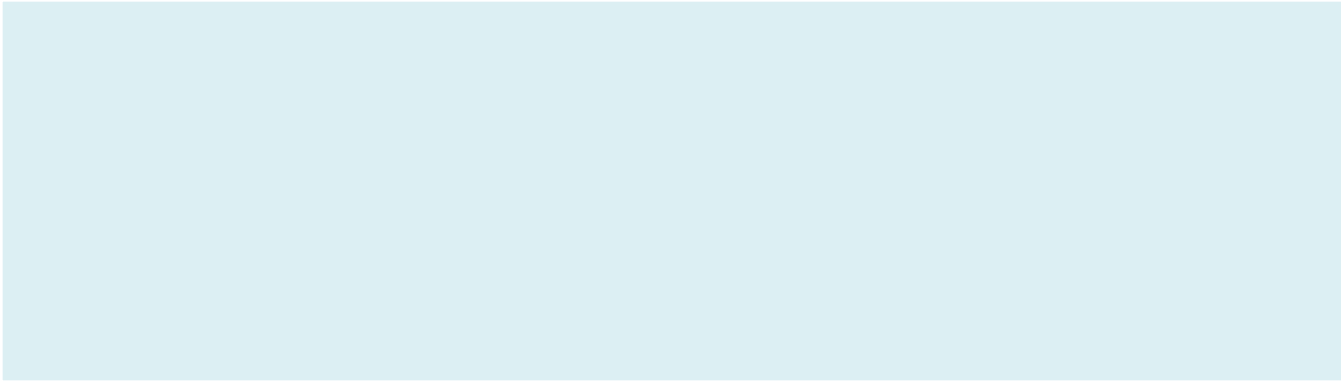
Is your current pay based  
**SOLELY ON SALES**  
or are you basing pay on  
**OVERALL PERFORMANCE**



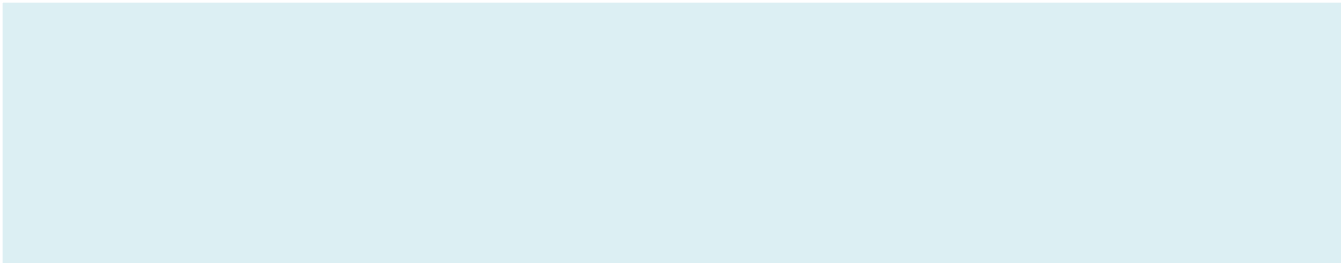
**Do individual followings**  
**LIMIT CLIENT ACCESS**  
**or are clients served by the**  
**SKILLS OF THE WHOLE TEAM**



**Do you & your staff view wait lists as**  
**STATUS SYMBOLS**  
**when in reality they are a sign of**  
**INEFFICIENCY AND GRIDLOCK**



**Does your staff struggle with  
critical numbers such as  
PRE-BOOK, RETAIL, CLIENT RETENTION  
or do they fully  
ENGAGE SYSTEMS**



**Does staff income STALL when  
“THEIR BOOK” IS FULL  
or are you able to offer continued  
INCOME GROWTH**



**Most importantly, is everyone on  
your team responsible for  
EVERY HOUR AVAILABLE**



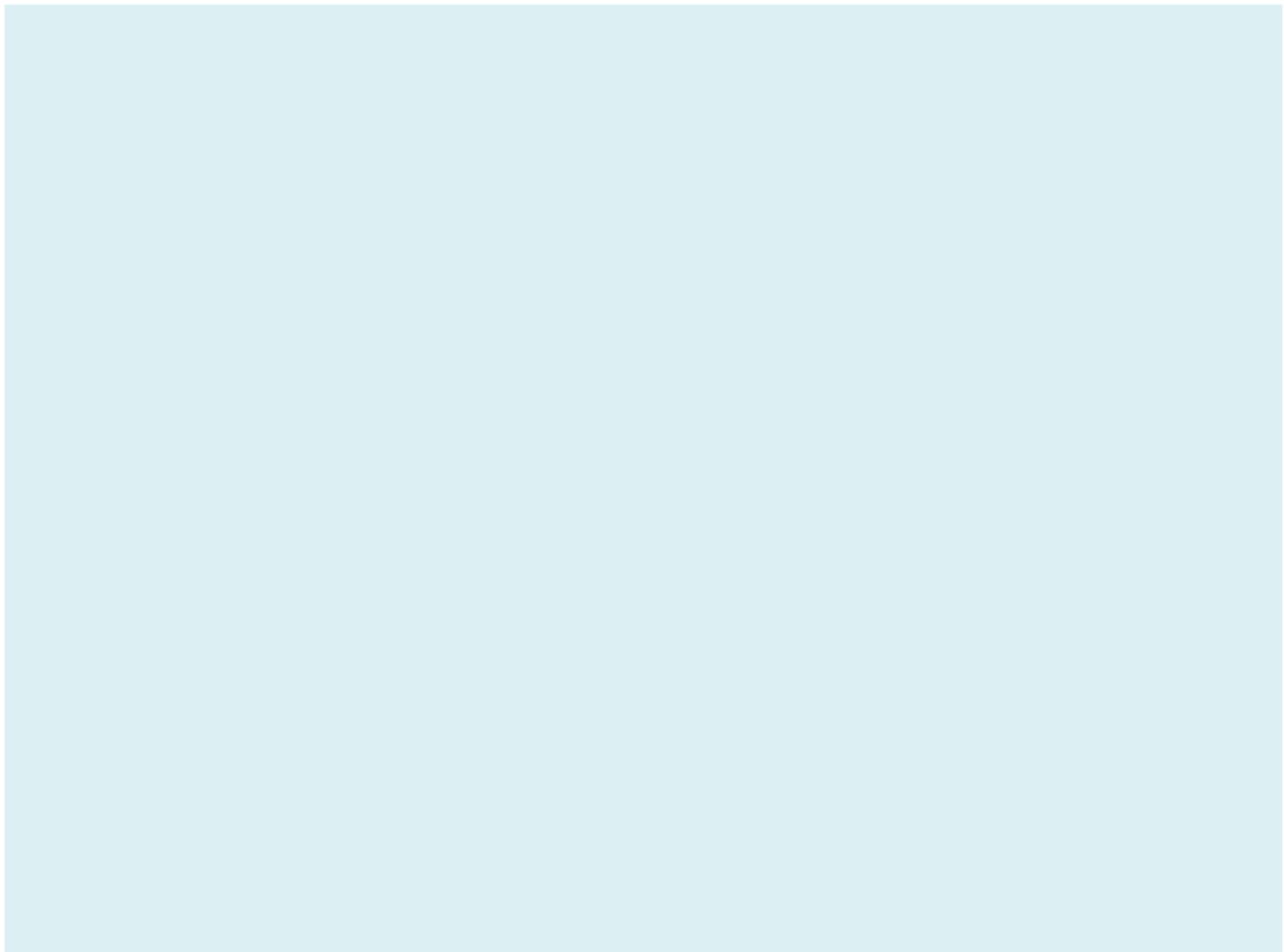
**We used to think our business could  
survive anything ...**

**Now we know**

**ANYTHING IS POSSIBLE**

**Ask yourself:**

**ARE YOU PREPARED?**



It's time to  
**BRIDGE THE GAP**



**IT ALL STARTS**  
with your thinking



**What you  
think about,  
*YOU DO***

**What you do,  
*YOU BECOME***

Notes

# **TRANSFORMATION:**

**Creating dramatic improvements in  
performance, relationships, and growth**

Notes

## **DRAMATIC**

We're not talking about marginal gains. We're talking about unlimited growth in business performance.

## **PERFORMANCE**

Transformation is about eliminating what gets in the way of the full potential of the company.

# Notes

## **RELATIONSHIPS**

Transformation is about being intentional in creating safety, belonging, and purpose.

## **GROWTH**

Transformation is about unleashing infinite possibilities for company and team growth.

Notes

*“Reengineers must be one part visionary, one part communicator and one part leg-breaker. Individuals who hold the title of reengineering leader, but who don’t fulfill these roles, will doom their venture to failure.”*

Michael Hammer,  
THE REENGINEERING REVOLUTION HANDBOOK  
(Harperbusiness, 1995)

## Transformation Rule #1

### **You cannot redesign halfway.**

No one person, group or system can be excluded.  
You must be prepared to go all the way or don’t reengineer at all.

## Transformation Rule #2

### **Reward the right behaviors.**

Don’t expect new behaviors and team performance if your  
business model still rewards the old behaviors and performance you’re trying to change.

## Transformation Rule #3

### **Relentlessly communicate.**

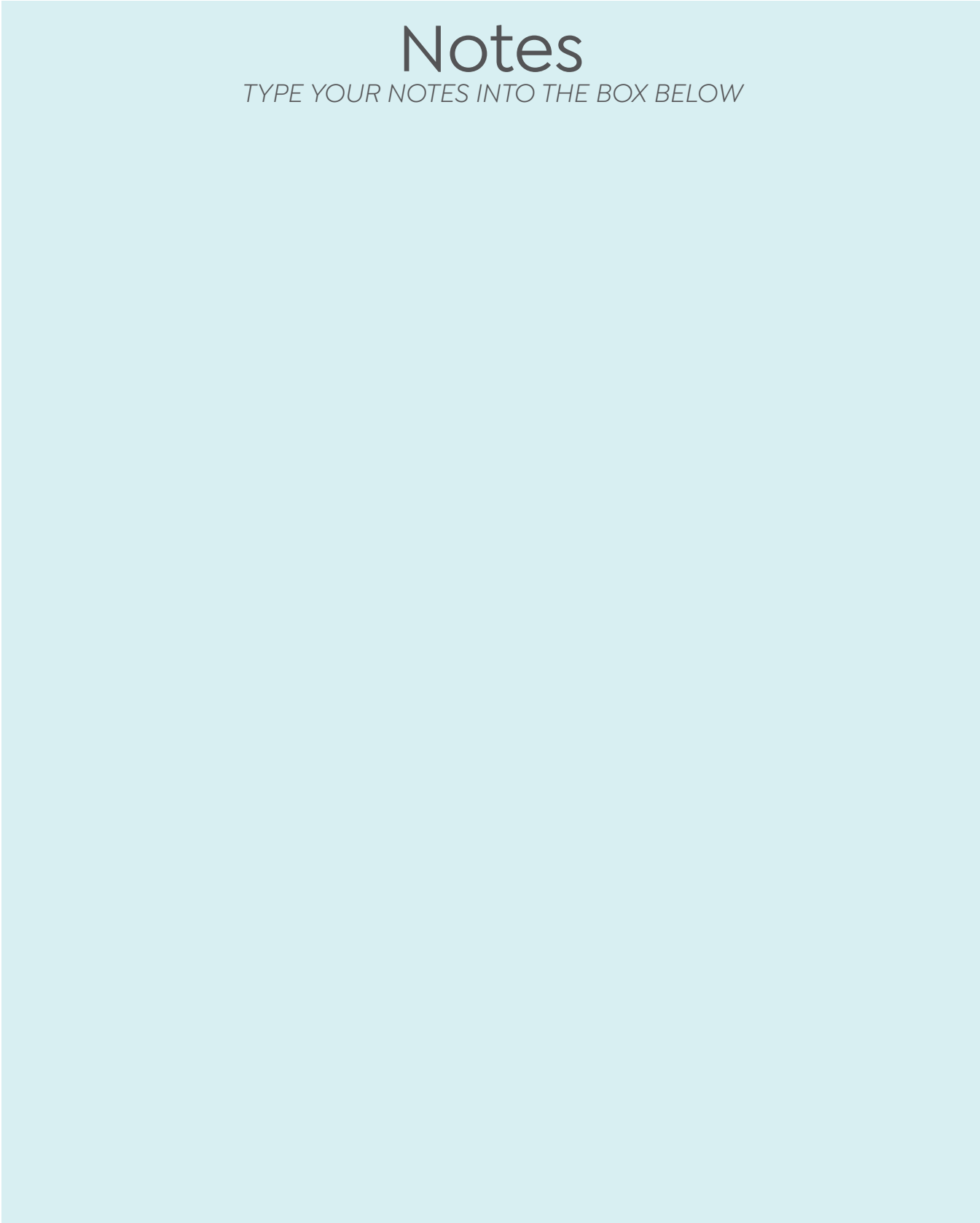
Lock in the culture, vision, values and systems of your new business model.

# 10 Tenets of No-Compromise Leadership

1. **VISION:** Have absolute clarity on where you are taking your company
2. **VALUES:** If you want them, live them
3. **TRUST:** Don't destroy from within
4. **ACCOUNTABILITY:** Get it done
5. **NO EXCUSES:** Own it
6. **DON'T** be dictatorial or inflexible
7. **AVOID** *office-itis*
8. **MANAGE** what's on your plate
9. **BE** tenacious and courageous
10. **PASSION:** You cannot lead without it

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*

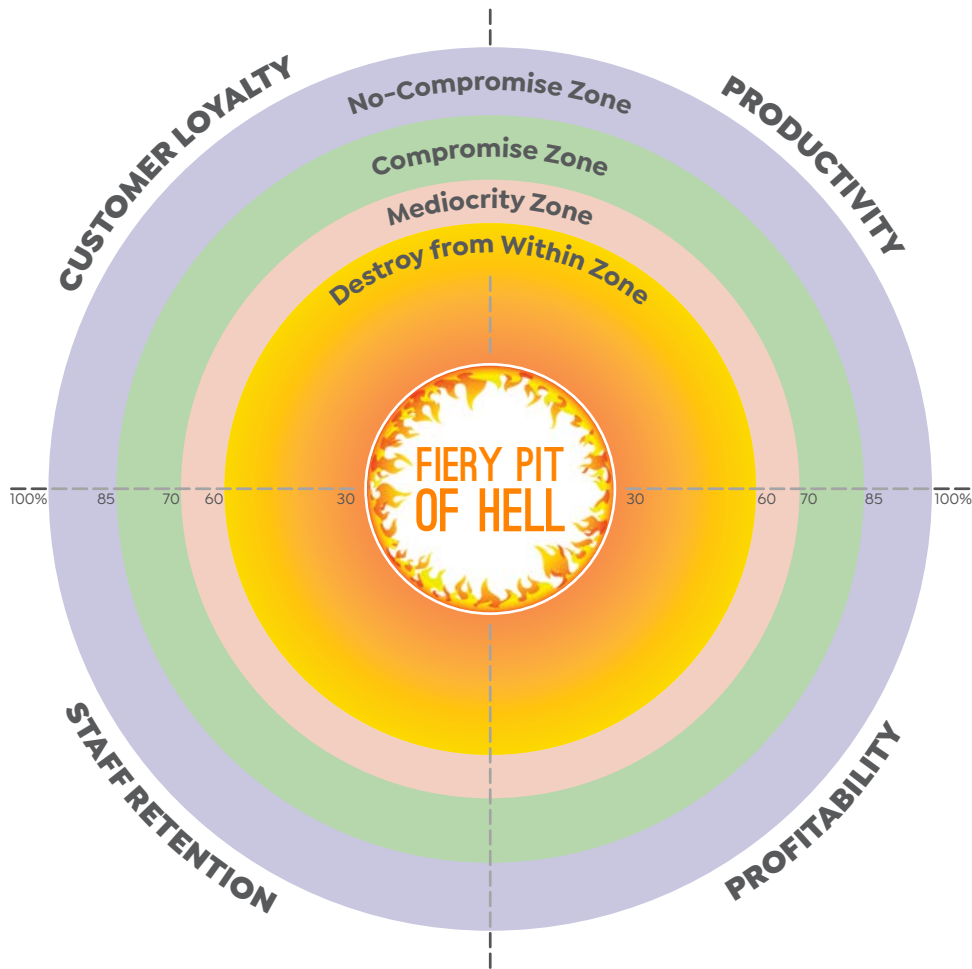


# NO-COMPROMISE LEADERSHIP:

**No-compromise leadership is all about the thinking, behavior and accountability that drive all business outcomes.**

Notes

# The Four Business Outcome Wheel

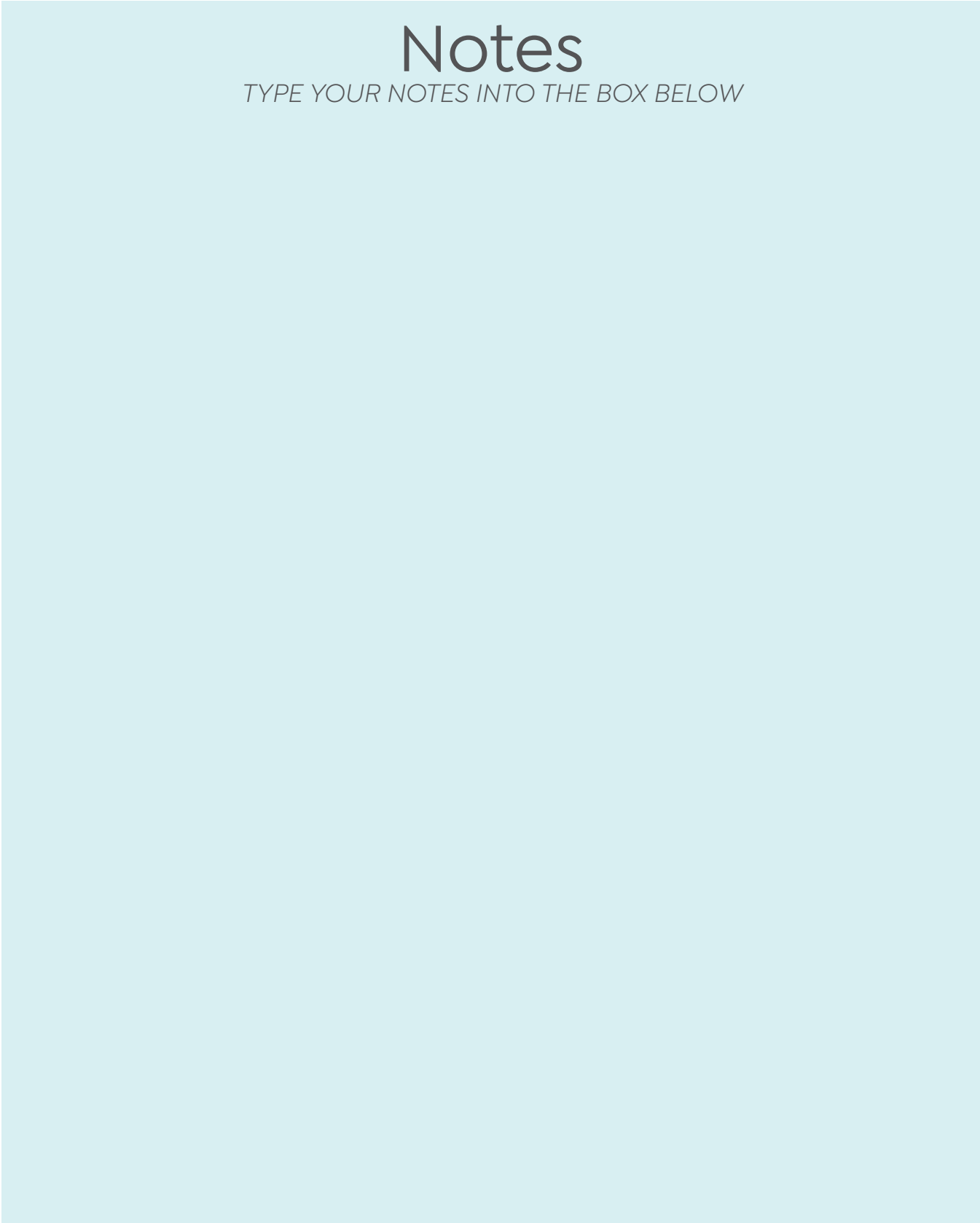


Using the effectiveness rating key below, plot your company’s no-compromise performance in each of the four business outcomes on the wheel above. Then, connect the dots to see how out of balance the wheel is and to identify which outcome(s) you need to lead back into the no-compromise zone.

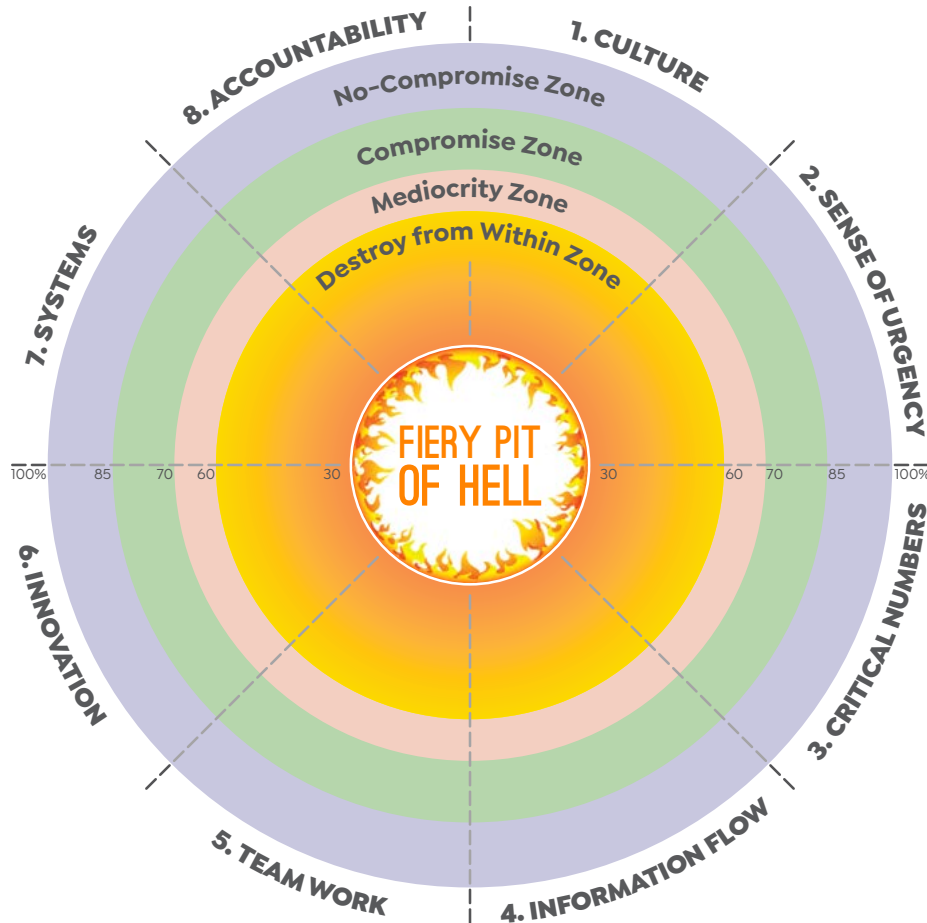
The no-compromise rating key for each business outcome	
How does your company rate?	Your company is in this NCL zone
85 – 100%	No-Compromise Zone
70% – 85%	Compromise Zone
60% – 70%	Mediocrity Zone
30% – 60%	Destroy from Within Zone
0% – 30%	Fiery Pit of Hell Zone

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



# The Eight Drivers



## **CULTURE**

The collective behavior of the company

## **SENSE OF URGENCY**

The energy that drives performance and growth

## **CRITICAL NUMBERS**

Numbers that, if changed, have a profound impact on the company

## **INFORMATION FLOW**

Top to bottom, everyone knows the score

## **TEAMWORK**

The heartbeat of the company that gets the job done

## **INNOVATION**

Out of the box thinking that is directly driven by team

## **SYSTEMS**

The procedures and structure to produce the right results

## **ACCOUNTABILITY**

Delivering what was promised, when it was promised

## Team-Based Business Model: **WHAT IT IS/WHY IT WORKS**

**LEADERSHIP:** Sets the course and is the tone the business takes on.

**COMMUNICATION:** Sharing information which leads to empowerment.

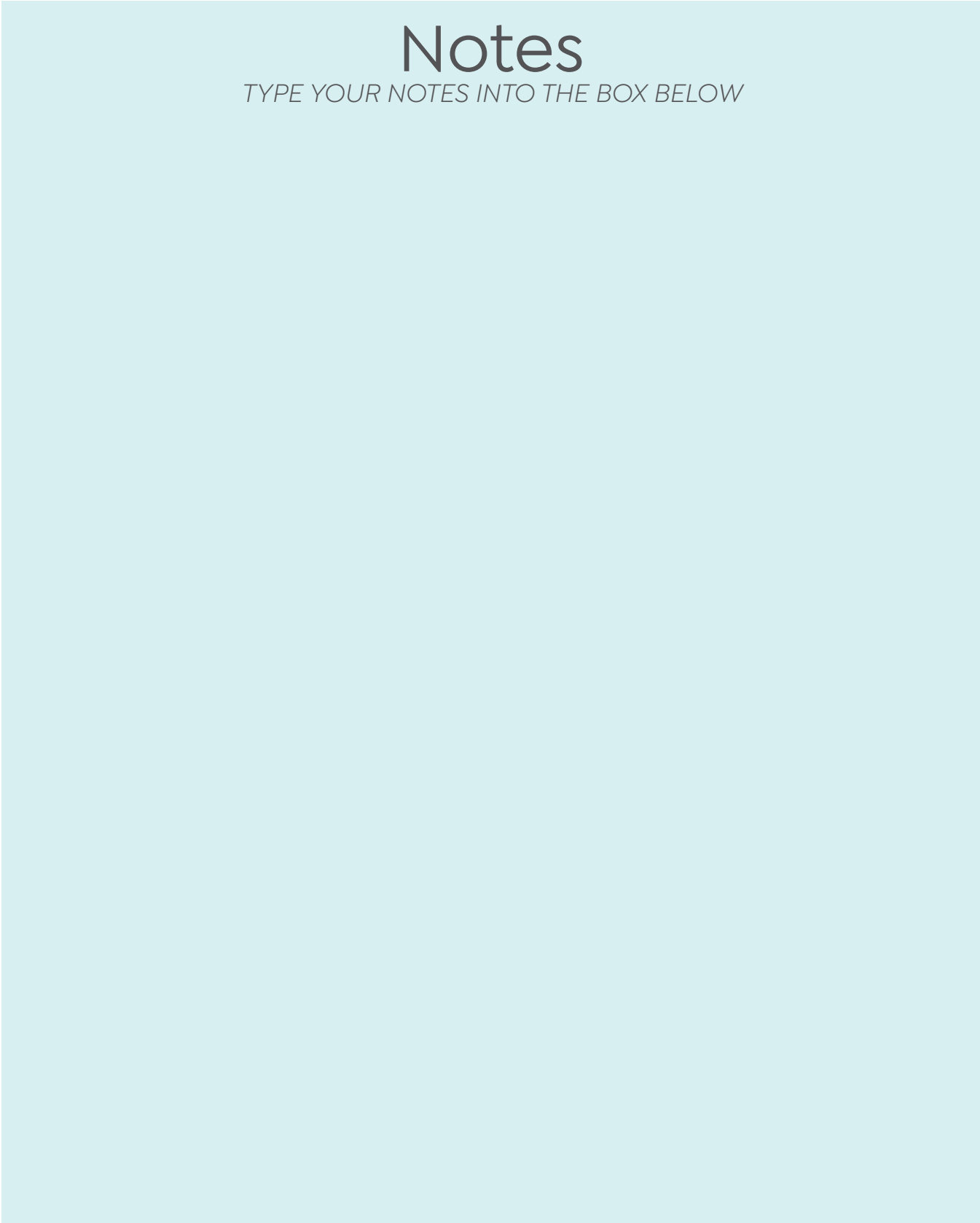
**FINANCIAL HEALTH/INTELLIGENCE:**  
Creates opportunities for the business and its employees and facilitates understanding.

**GROWTH OPPORTUNITIES:** Skills, financial growth and leadership.

**SYSTEMS:** Create consistency and stability.

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



# Let's Talk about pay!

Pay is a key element within the Team-Based Business Model.

***What gets rewarded, gets repeated.***

**MYTH #1: TBP is a 'cure' or 'magic pill'**

**FACT: It allows the culture to shift and provides service payroll controls.**

**MYTH #2: Employees will get a pay cut**

**FACT: A slight increase is given.**

**MYTH #3: "I can't pay those wages"**

**FACT: You already are.**

**MYTH #4: Commission is a motivator**

**FACT: Appointment books and break rooms provide the proof.**

**MYTH #5: “They won’t retail”**

**FACT: They don’t now.**

**MYTH #6: Running the Team-Based Business Model is more work**

**FACT: It’s the work you should be doing anyway.**

**MYTH #7: Can’t afford to lose top producers**

**FACT: They benefit most.**

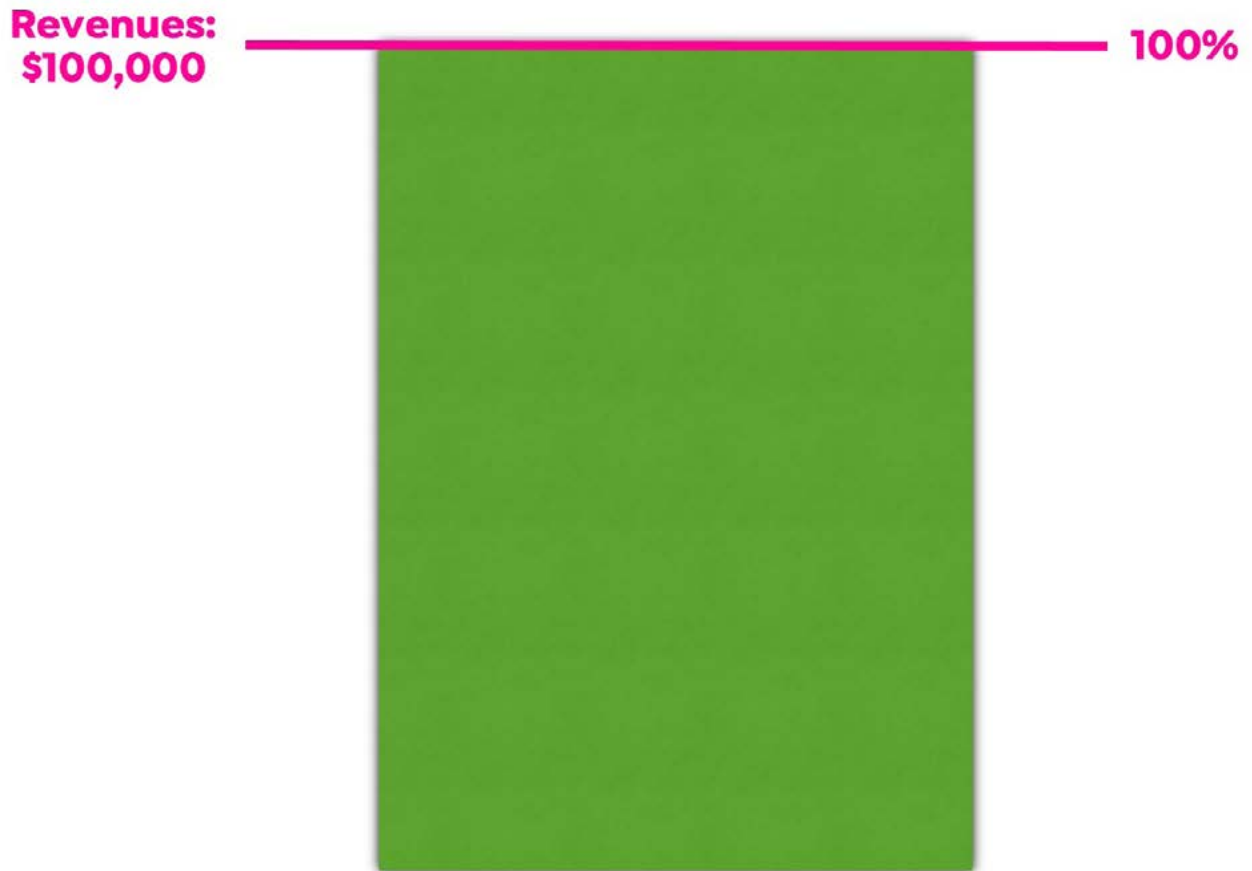
**MYTH #8: There will be a ‘walk-out’**

**FACT: NO... walk-outs occur where trust has been compromised.**

**MYTH #9: The Team-Based Business Model won’t work**

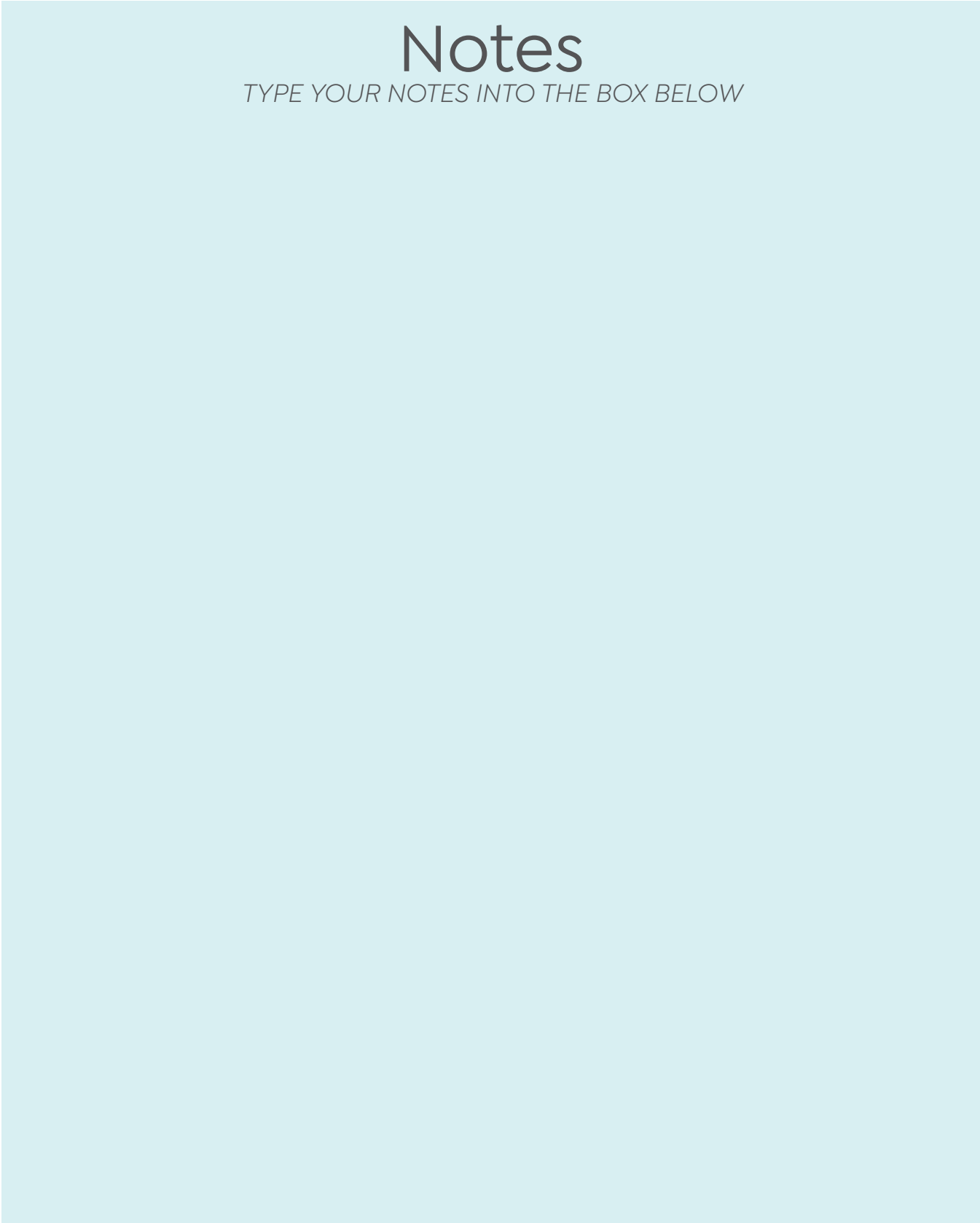
**FACT: True... if all that changes is the pay.**

# TEAM-BASED PAY IN PRACTICE

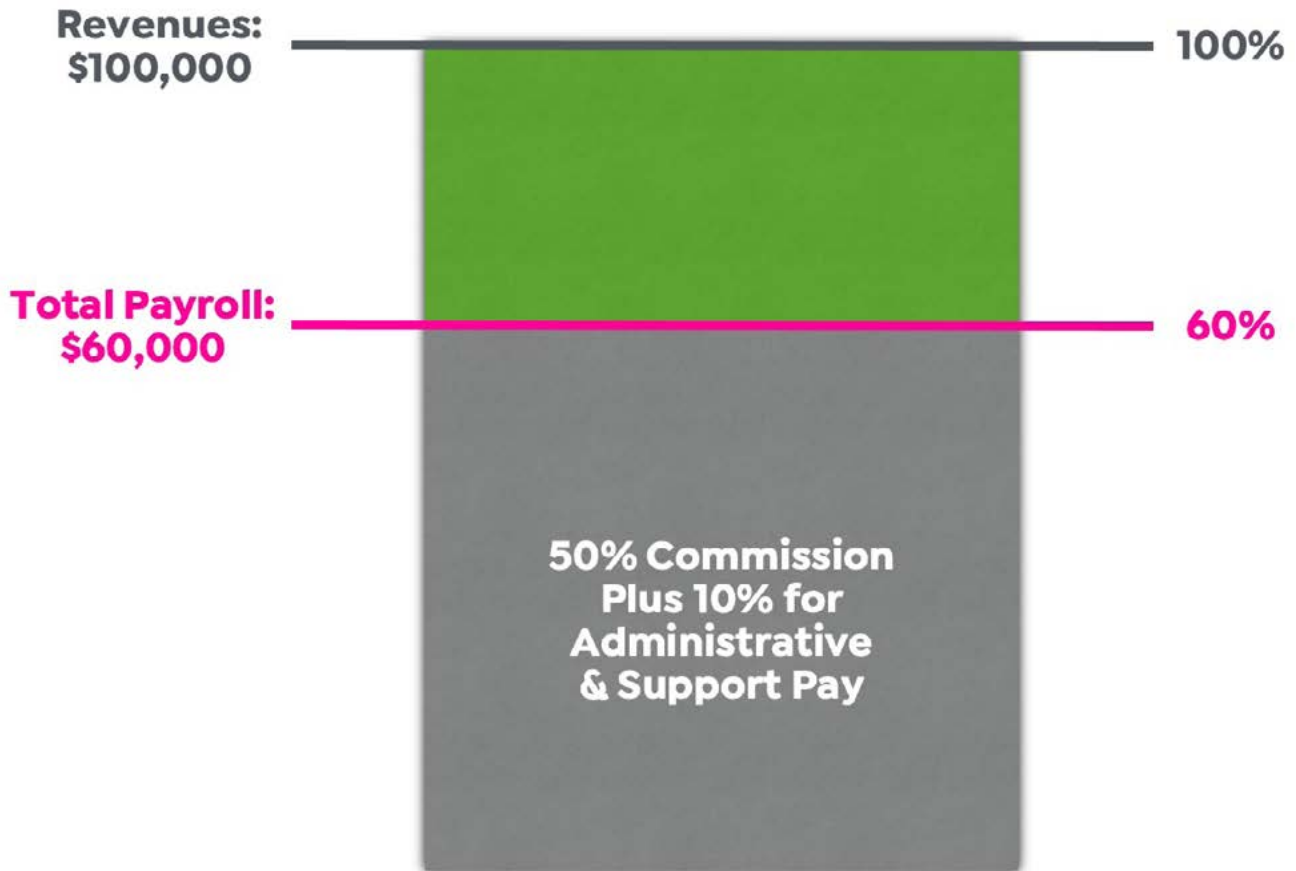


# Notes

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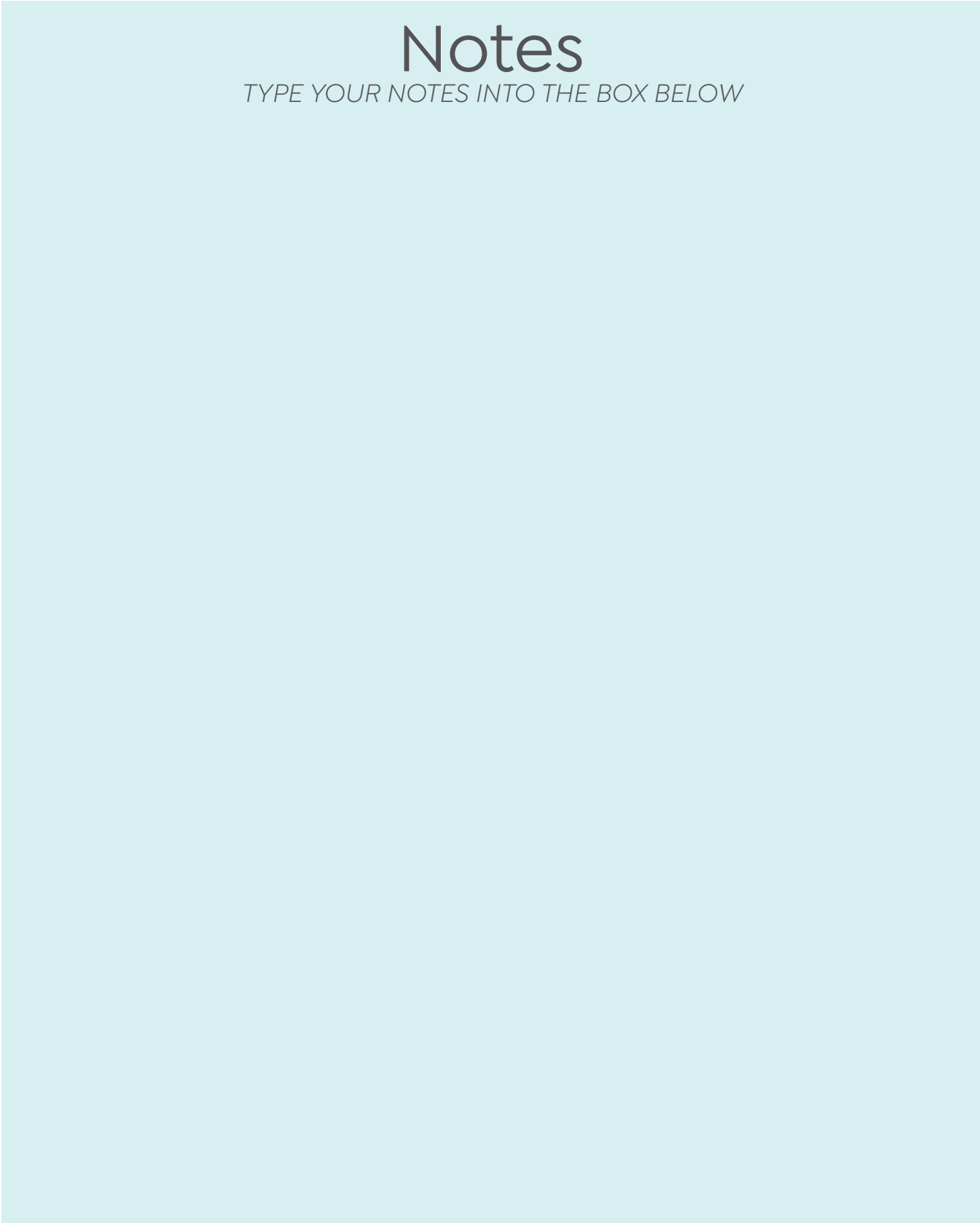


# TEAM-BASED PAY IN PRACTICE

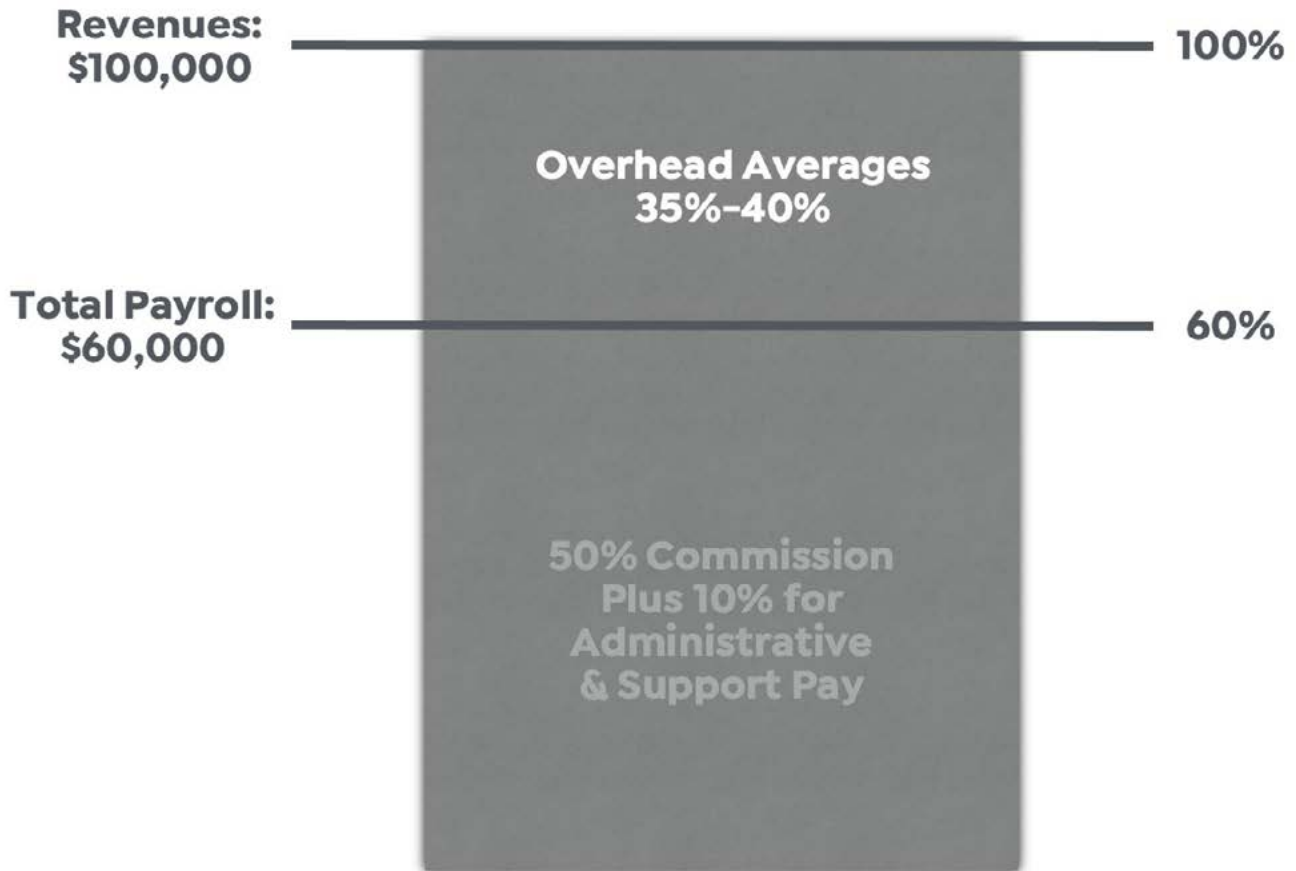


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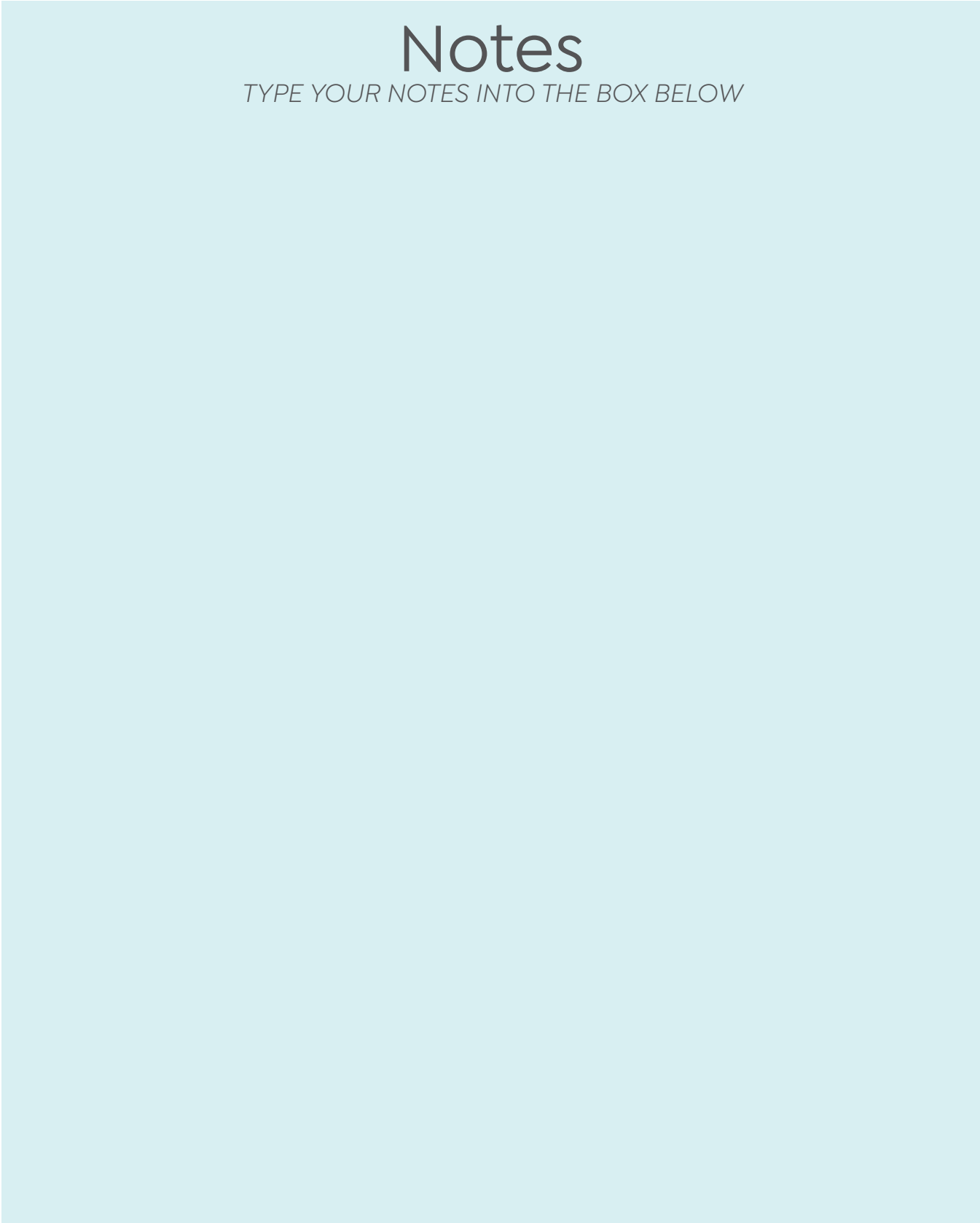


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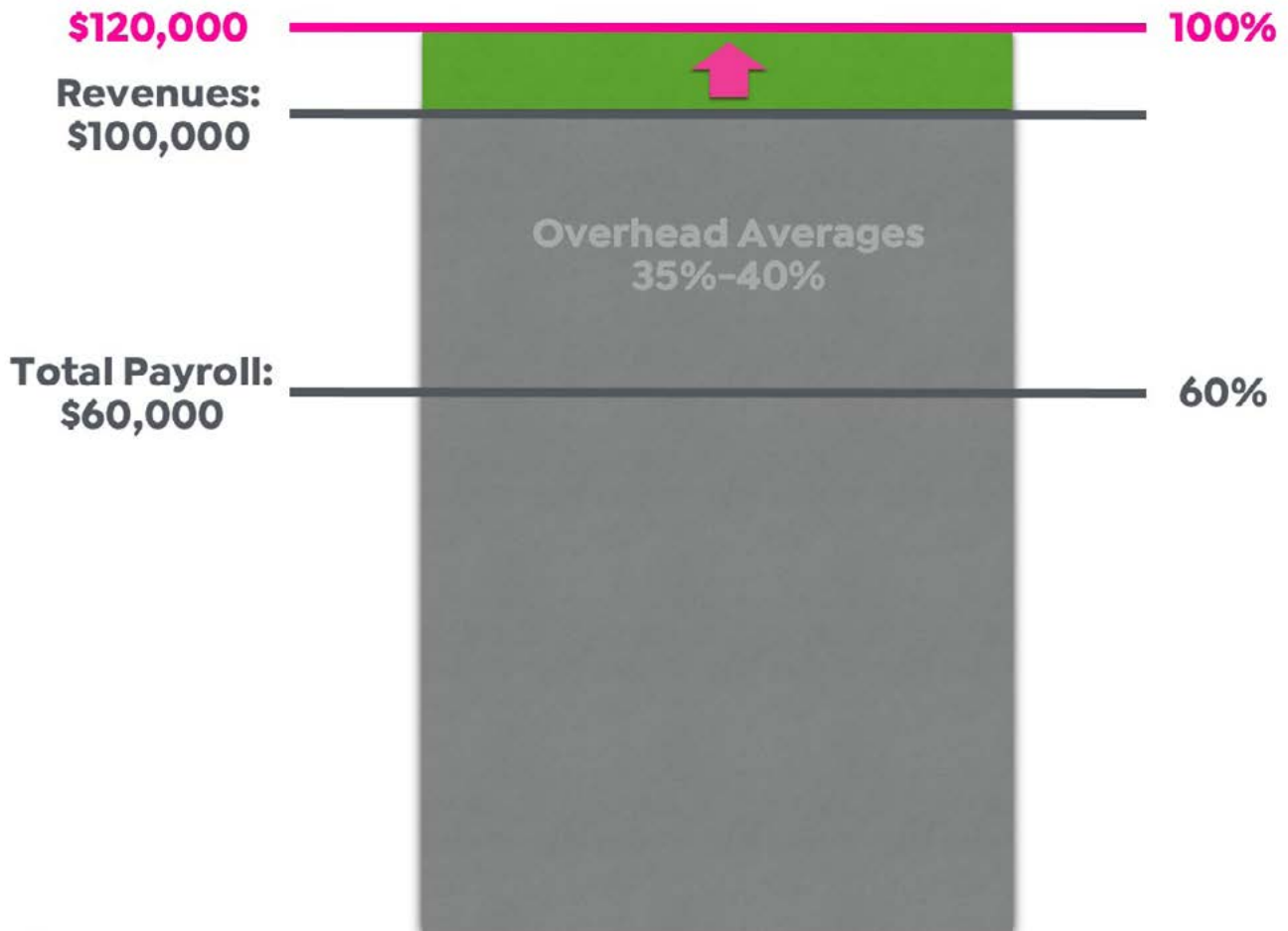


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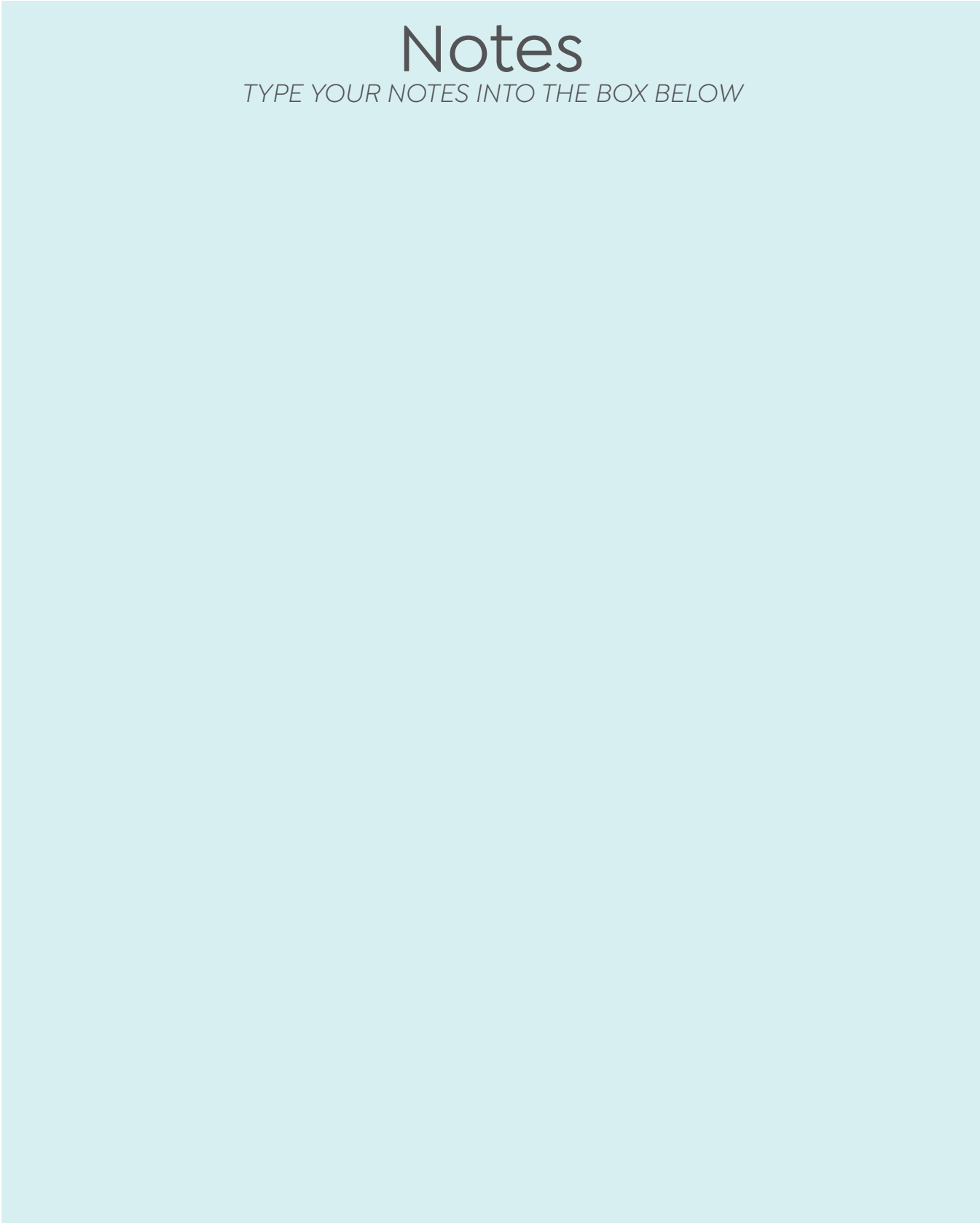


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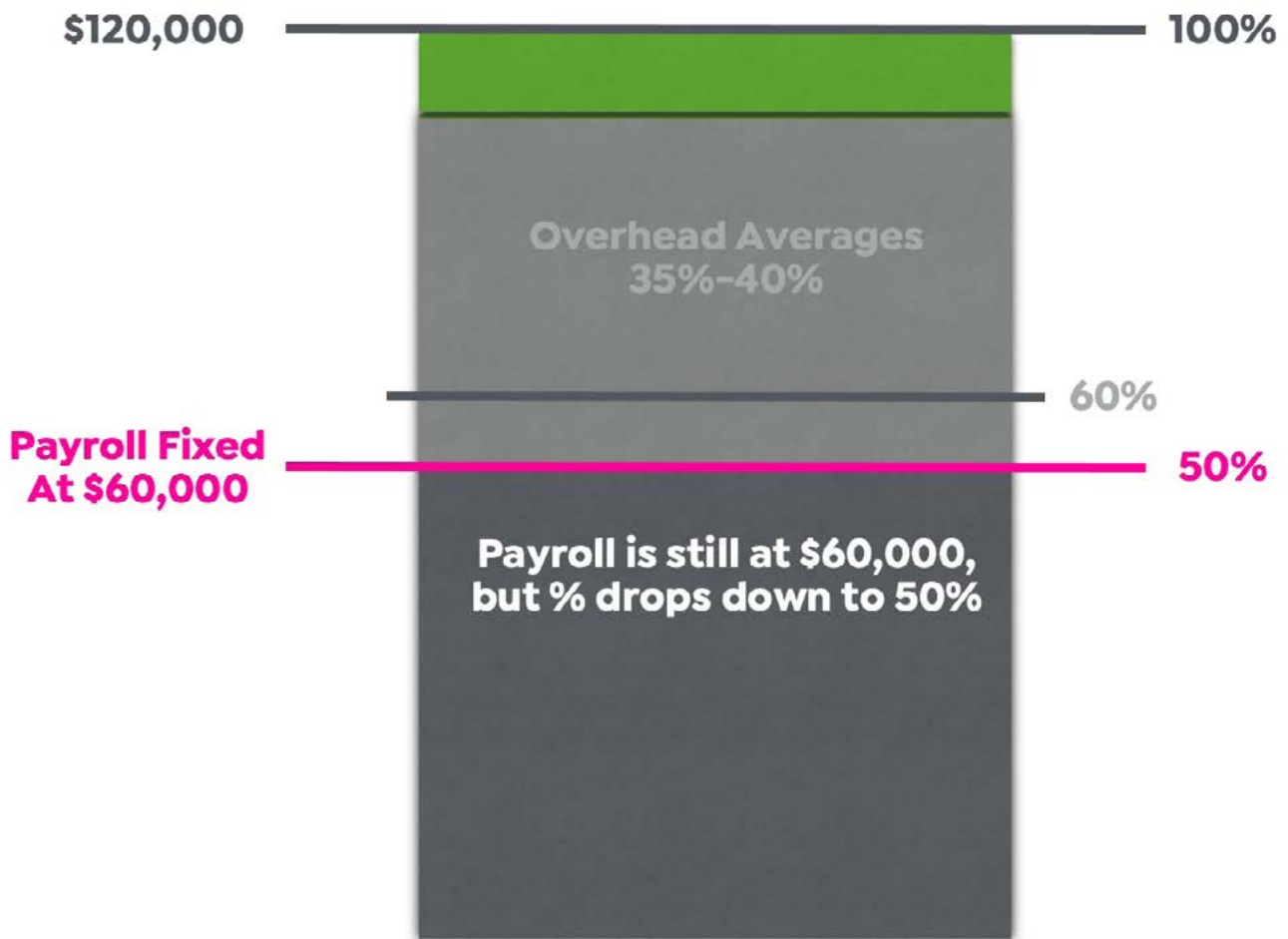


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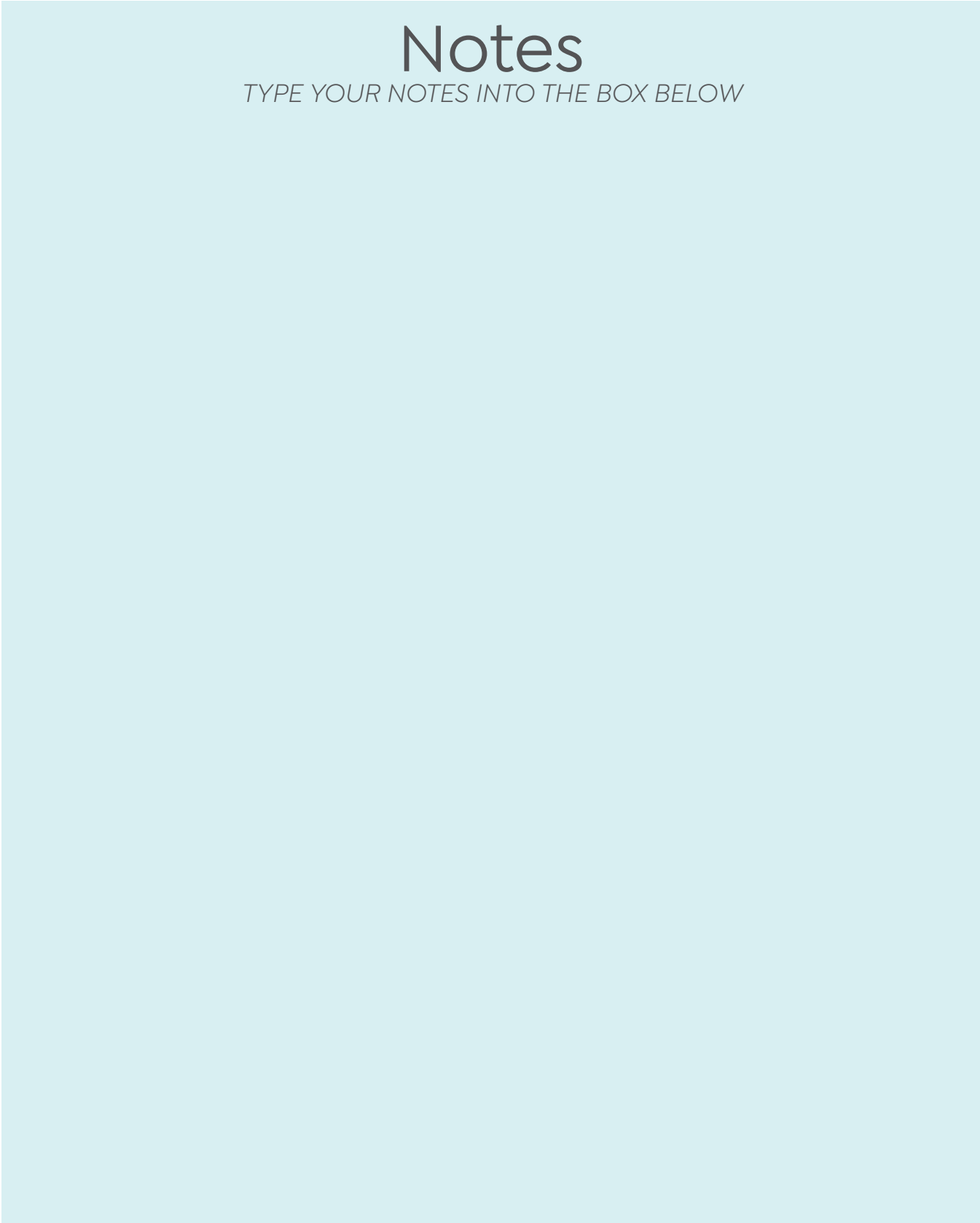


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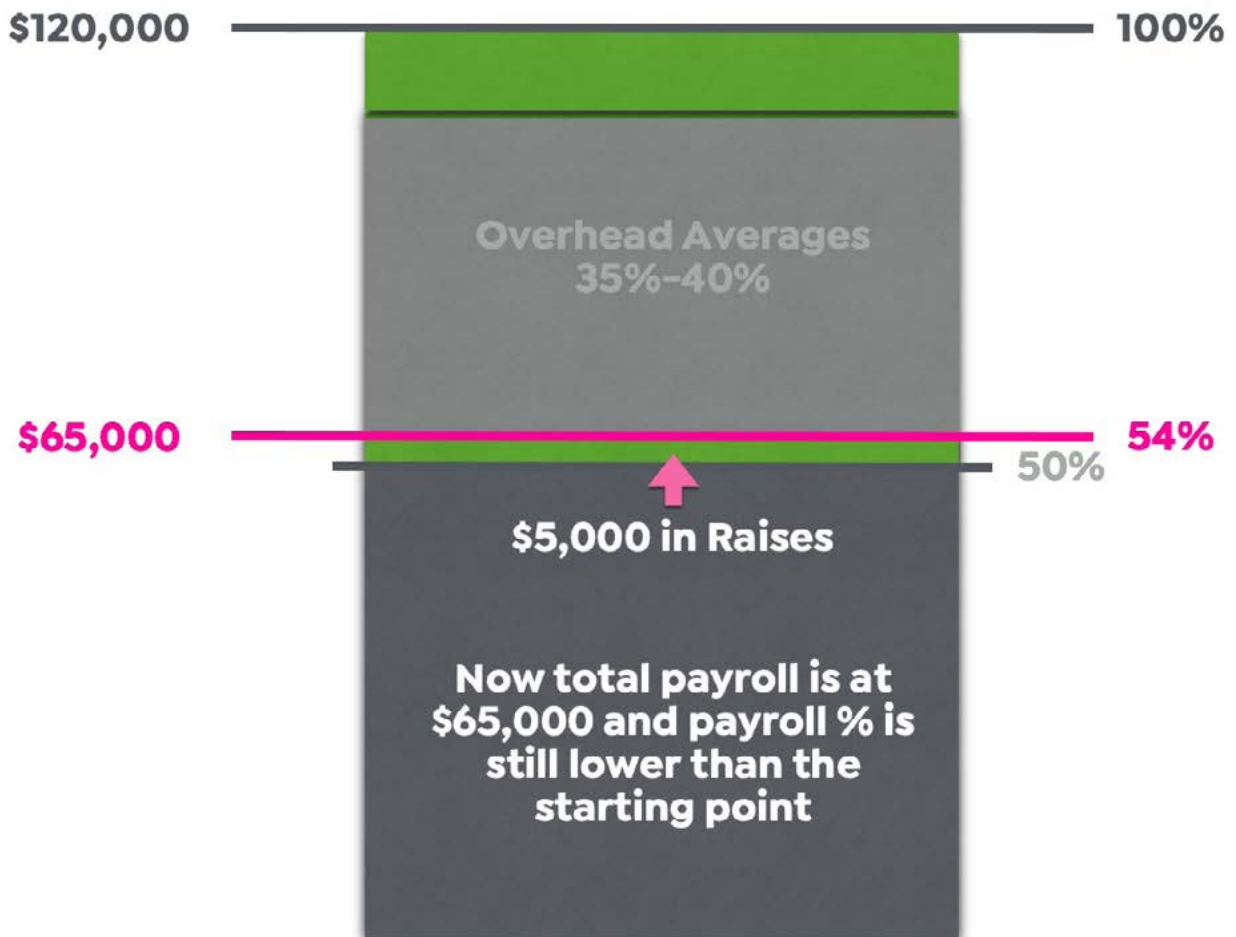


# Notes

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# TEAM-BASED PAY IN PRACTICE



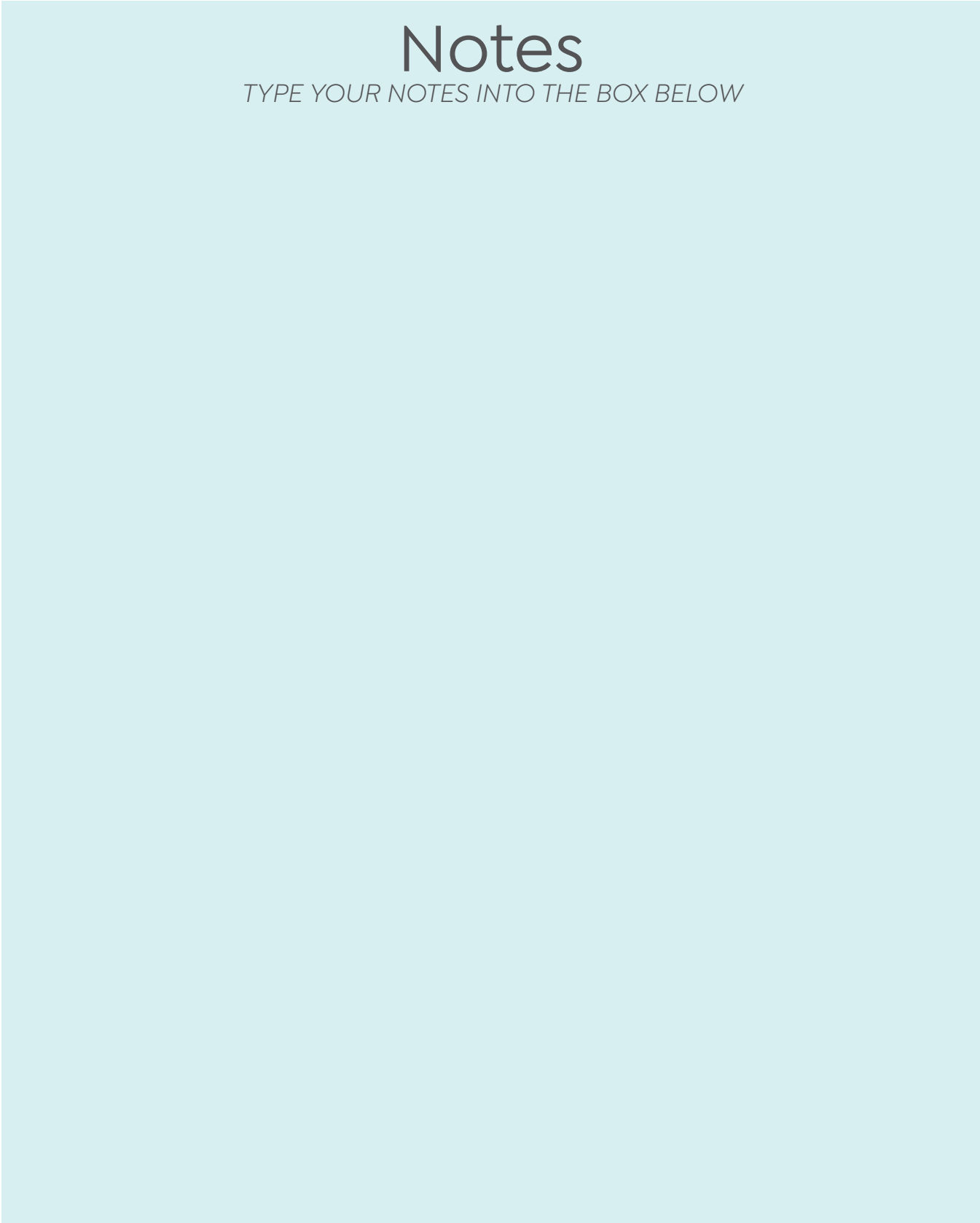
**Team-Based Pay  
is about rewarding**  
**OVERALL PERFORMANCE**

Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



# PROFITABILITY BUSINESS OUTCOME

Your Financial Scorecards to create profit

# LET'S CHECK YOUR FINANCIAL HEALTH

Beginning Balance Sheet

## Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*

## THE STRATEGIES INCUBATOR

### Balance Sheet as of Dec 31, 20XX

#### Current Assets

Cash in Banks	
Checking Account	15,000
Savings Account	35,000
Total Cash in Banks	50,000
Inventory	5,000

**Total Current Assets** **55,000**

#### Long-Term Assets

Equipment	
Equipment One	10,000
Accumulated Depreciation	-400
Total Equipment	9,600
Building & Fixtures	
Leashold Improvements	250,000
Accumulated Depreciation	-16,800
Building & Fixtures	233,200

**Total Long-Term Assets** **242,800**

**TOTAL ASSETS** **297,800**

#### Current Liabilities

Accounts Payable	1,000
Client Liabilities	8,000
Payroll Tax Liabilities	400
Sales Tax Liabilities	100
Employee Tip Liabilities	500
Credit Card	5,000

**Total Current Liabilities** **15,000**

#### Long Term Liabilities

Bank Loan	20,000
Loan from family	5,000
SBA Builtout Loan	125,000

**Long Term Liabilities** **150,000**

**TOTAL LIABILITIES** **165,000**

Shareholder Equity	5,000
Shareholder Distributions	-5,000
Retained Earnings	93,000
Net Income	39,800

**TOTAL EQUITY** **132,800**

**TOTAL LIABILITIES & EQUITY** **297,800**

## Notes

TYPE YOUR NOTES  
INTO THE BOX BELOW

**Current Assets**

Cash in Banks	
Checking Account	15,000
Savings Account	35,000
Total Cash in Banks	50,000

**Notes**

*TYPE YOUR NOTES INTO THE BOX BELOW*

**Cash is your real  
and most precious asset**

All the other stuff  
(inventory, leasehold improvements,  
equipment, furniture & fixtures)  
takes time to turn into cash ... if they can be

## We're going to teach you how to manage cash ... and build a cash reserve

### Current Liabilities

Accounts Payable	1,000
Client Liabilities	8,000
Payroll Tax Liabilities	400
Sales Tax Liabilities	100
Employee Tip Liabilities	500
Credit Card	5,000

**Total Current Liabilities 15,000**

### Long Term Liabilities

Bank Loan	20,000
Loan from family	5,000
SBA Builtout Loan	125,000

**Long Term Liabilities 150,000**

**TOTAL LIABILITIES 165,000**

## Current Liabilities

### Current Liabilities

Accounts Payable	1,000
Client Liabilities	8,000
Payroll Tax Liabilities	400
Sales Tax Liabilities	100
Employee Tip Liabilities	500
Credit Card	5,000

**Total Current Liabilities 15,000**

### Notes

TYPE YOUR NOTES INTO THE BOX BELOW

### Notes

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## Long-Term Liabilities

<b>Long Term Liabilities</b>	
Bank Loan	20,000
Loan from family	5,000
SBA Builtout Loan	125,000
<b>Long Term Liabilities</b>	<b>150,000</b>
<b>TOTAL LIABILITIES</b>	<b>165,000</b>

### Notes

TYPE YOUR NOTES  
INTO THE BOX BELOW

## Equity

Shareholder Equity	5,000
Shareholder Distributions	-5,000
Retained Earnings	93,000
Net Income	39,800
<b>TOTAL EQUITY</b>	<b>132,800</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>297,800</b>

### Notes

TYPE YOUR NOTES  
INTO THE BOX BELOW

# Income Statement as (Profit & Loss Statement)

## Notes

TYPE YOUR NOTES  
INTO THE BOX BELOW

### Income Statement

Jan 1 thru Dec 31, 20XX

		% of Income
<b>Sales</b>		
Service Sales	320,000	80.0%
Retail Sales	80,000	20.0%
<b>TOTAL SALES</b>	<b>400,000</b>	<b>100.0%</b>
<b>Cost of Sales</b>		
Service Payroll	128,000	32.0%
Professional Use Supplies	24,000	6.0%
Cost of Goods Sold	40,000	10.0%
Credit Card Merchant Fees	8,000	2.0%
<b>TOTAL COST OF SALES</b>	<b>200,000</b>	<b>50.0%</b>
<b>GROSS PROFIT</b>	<b>200,000</b>	<b>50.0%</b>
<b>Expenses</b>		
Admin & Support Payroll	32,000	8.0%
Officer's Pay	40,000	10.0%
Professional Fees	2,000	0.5%
Advertising	6,000	1.5%
Dues & Subscriptions	2,000	0.5%
Education	2,000	0.5%
Insurance - General	4,000	1.0%
Insurance - Health	2,000	0.5%
Maintenance & Repairs	4,000	1.0%
Meals & Entertainment	1,000	0.3%
Office & Facility Supplies	4,000	1.0%
Rent	32,000	8.0%
Security	2,000	0.5%
Payroll Tax Expense	20,000	5.0%
Telecommunications	2,000	0.5%
Travel & Lodging	2,000	0.5%
Utilities	2,000	0.5%
Depreciation Expense	1,200	0.3%
<b>TOTAL EXPENSES</b>	<b>160,200</b>	<b>40.1%</b>
<b>NET INCOME</b>	<b>39,800</b>	<b>10.0%</b>

# Sales

Sales		% of Income
Service Sales	320,000	80.0%
Retail Sales	80,000	20.0%
<b>TOTAL SALES</b>	<b>400,000</b>	<b>100.0%</b>

## Notes

TYPE YOUR NOTES INTO THE BOX BELOW

# Costs

Cost of Sales		
Service Payroll	128,000	32.0%
Professional Use Supplies	24,000	6.0%
Cost of Goods Sold	40,000	10.0%
Credit Card Merchant Fees	8,000	2.0%
<b>TOTAL COST OF SALES</b>	<b>200,000</b>	<b>50.0%</b>
<b>GROSS PROFIT</b>	<b>200,000</b>	<b>50.0%</b>

## Notes

TYPE YOUR NOTES INTO THE BOX BELOW

# Net Income (Profit)

TOTAL EXPENSES	160,200	40.1%
NET INCOME	39,800	10.0%

## Notes

TYPE YOUR NOTES INTO THE BOX BELOW

**We're going to give you powerful tools to grow revenue**

**We're going to give you powerful tools to grow Net Profit ... and turn it into cash**

## Notes

TYPE YOUR NOTES INTO THE BOX BELOW

## **Now ... let's check your financial health at the end of a period**

### Ending Balance Sheet

### **End of period questions (month, quarter, year)**

Do you have more cash or less cash?

Do you have less in Payables or more?

*(Bills to pay in approx 30 days)*

Do you have less debt or more?

*(Credit card balances, loans)*

Did Net Profit add or decrease Retained Earnings?

Do you have more Equity or less?

### **Notes**

TYPE YOUR NOTES INTO THE BOX BELOW

**And now ... we're going to teach you  
how to project revenues, manage expenses and build cash**

# CFP

## Cash Flow Plan

### What it is:

- It's your "best guess"
- A tool that needs to be consulted/updated weekly at a minimum
- A financial plan for your success

**It's the *Best Friend!***

### Why you need it:

- To make sound financial decisions
- To see where the money is going, instead of wondering where it went
- To project growth and opportunities

**To Achieve *DREAMS***

### How to build it:

- Historical Data (financial statements, past spending, etc...) is only a guide
- If you cannot justify an expense, cut it
- Plan for growth

**Remember, it's a "*BEST GUESS*"**

# THE STRATEGIES INCUBATOR

Cash Flow Plan												version 2.0	Copyright © 2021 STRATEGIES	
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	TOTALS	%
Monthly Hours for Sale	500	500	500	520	520	520	520	520	520	740	740	740		
Projected Productivity Rate	78%	80%	85%	79%	82%	83%	85%	86%	87%	86%	83%	89%		
Monthly Hours Sold	375	480	425	465	495	515	527	533	538	592	614	629		
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00		
Retail Target % of Total Sales	25%	20%	25%	20%	25%	20%	25%	20%	20%	20%	20%	20%		
<b>SALES &amp; REVENUES</b>														
Service Sales	37,500	40,800	42,500	46,380	49,800	51,480	52,700	53,320	53,840	59,280	61,420	62,980	611,840	85.00%
Retail Sales - Salon Product Sales	9,375	10,080	10,625	11,620	12,450	13,285	13,175	13,320	13,450	14,820	15,350	15,725	152,760	20.00%
<b>TOTAL SALES</b>	<b>46,875</b>	<b>50,880</b>	<b>53,125</b>	<b>58,000</b>	<b>62,250</b>	<b>64,765</b>	<b>65,875</b>	<b>66,650</b>	<b>67,290</b>	<b>74,100</b>	<b>76,770</b>	<b>78,705</b>	<b>763,866</b>	<b>105.00%</b>
<b>COST OF SERVICE / RETAIL SALES</b>														
Service Payroll	13,025	13,025	13,025	17,680	17,800	17,680	17,800	17,680	17,800	20,680	20,800	20,680	201,075	26.23%
Rent														
Pro. User Supplies	6.00%	2,213	1,480	2,518	2,780	2,975	2,985	3,192	3,199	3,278	3,355	3,383	36,962	4.80%
Retail Product Cost	50.00%	4,688	5,040	5,313	5,813	6,208	6,421	6,508	6,645	6,343	7,480	7,643	76,380	10.00%
Credit Card Processing Fees	2.00%	750	1,000	7,063	1,165	1,349	1,267	1,218	1,223	1,249	1,480	1,516	15,276	2.00%
<b>TOTAL COST OF SALES</b>	<b>21,903</b>	<b>21,425</b>	<b>21,993</b>	<b>26,768</b>	<b>27,418</b>	<b>27,867</b>	<b>28,987</b>	<b>28,187</b>	<b>28,327</b>	<b>32,432</b>	<b>32,938</b>	<b>33,269</b>	<b>329,383</b>	<b>43.17%</b>
<b>GROSS PROFIT</b>	<b>24,972</b>	<b>29,455</b>	<b>31,132</b>	<b>31,232</b>	<b>34,832</b>	<b>36,898</b>	<b>37,888</b>	<b>38,463</b>	<b>38,963</b>	<b>41,668</b>	<b>43,832</b>	<b>45,436</b>	<b>434,483</b>	<b>56.83%</b>
<b>GENERAL &amp; ADMINISTRATION</b>														
Admin / Front Desk Payroll	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	6,580	6,580	6,580	59,700	7.82%
Office Salary	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	7,000	7,000	7,000	71,000	9.20%
Advertising - Web, PR, Print	300	300	300	300	300	300	300	300	300	300	300	300	3,600	4.67%
Bank Fees														
Bank Payments (JOBS/LOAN)	500	500	500	500	500	500	500	500	500	500	500	500	5,000	6.50%
Dues & Subscriptions	50	50	50	50	50	50	50	50	50	50	50	50	600	0.78%
Education	300	300	300	300	300	300	300	300	300	300	300	300	3,600	4.67%
Insurance - General	200	200	200	200	200	200	200	200	200	200	200	200	2,400	3.12%
Insurance - Health														
Maintenance & Repairs	50	50	50	50	50	50	50	50	50	50	50	50	600	0.78%
Meals & Entertainment	50	50	50	50	50	50	50	50	50	50	50	50	600	0.78%
Office & Facility Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000	7.82%
Professional Fees	50	50	50	50	50	50	50	50	50	50	50	50	600	0.78%
Rent	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000	7.82%
Security														
State/Local Licenses	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	1.56%
Taxes - Payroll	2,073	2,073	2,073	2,461	2,499	2,460	2,499	2,499	2,499	3,163	3,163	3,163	31,818	4.13%
Taxes - Other														
Telecommunications	300	300	300	300	300	300	300	300	300	300	300	300	3,600	4.67%
Travel & Lodging	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1.56%
Utilities	400	400	400	400	400	400	400	400	400	400	400	400	4,800	6.25%
Holiday Party													5,000	6.50%
Cash Reserve	2,000	2,500	2,500	2,500	3,000	3,000	3,000	3,000	3,000	3,000	3,500	3,500	34,500	4.52%
<b>Total General &amp; Admin.</b>	<b>21,852</b>	<b>22,353</b>	<b>22,353</b>	<b>22,721</b>	<b>25,649</b>	<b>25,640</b>	<b>25,649</b>	<b>25,640</b>	<b>25,640</b>	<b>28,663</b>	<b>29,183</b>	<b>29,183</b>	<b>269,479</b>	<b>35.52%</b>
<b>Net Cash</b>	<b>4,120</b>	<b>6,322</b>	<b>8,822</b>	<b>8,629</b>	<b>9,444</b>	<b>10,878</b>	<b>12,188</b>	<b>12,813</b>	<b>13,458</b>	<b>12,966</b>	<b>14,714</b>	<b>11,254</b>	<b>124,928</b>	<b>16.36%</b>
Net Cash Percentage	8.78%	12.44%	16.61%	14.88%	14.42%	16.81%	18.47%	19.22%	19.96%	17.44%	18.17%	14.31%		

# INCUBATOR TOOLS

**Take a moment to check your email  
and download the Excel spreadsheet:**

**IncubatorTools.xlsx**

# NOW LET'S BUILD YOUR FUTURE!!

***Tell your money where to go:***

**General and Administrative Expenses.**

Notes

GENERAL & ADMINISTRATION			
Admin / Front Desk Payroll	3,800	3,800	3,800
Officer's Salary	5,000	5,000	5,000
Advertising - Web - PR - Print	300	300	300
Bank Fees			
Debt Payments (Loans / CCs)	500	500	500
Dues & Subscriptions	30	30	30
Education	500	500	500
Insurance - General	200	200	200
Insurance - Health			
Maintenance & Repairs	50	50	50
Meals & Entertainment	50	50	50
Office & Facility Supplies	500	500	500
Professional Fees	50	50	50
Rent	5,000	5,000	5,000
Security			
Strategies Coaching	1,000	1,000	1,000
Taxes - Payroll	9.50%	2,073	2,073
Taxes - Other			
Telecommunications	300	300	300
Travel & Lodging	100	100	100
Utilities	400	400	400
Holiday Party			
<b>Cash Reserve</b>	<b>2,000</b>	<b>2,500</b>	<b>2,500</b>
<b>Total General &amp; Admin.</b>	<b>21,853</b>	<b>22,353</b>	<b>22,353</b>
<b>Net Cash</b>	<b>4,122</b>	<b>6,222</b>	<b>8,822</b>
<b>Net Cash Percentage</b>	<b>8.79%</b>	<b>12.44%</b>	<b>16.61%</b>

## GENERAL AND ADMINISTRATIVE:

- ▶ **NO miscellaneous, slush, or uncategorized expenses– Every dollar has a name**
- ▶ **Only enter data in the white cells**
- ▶ **Add additional categories to make it personal**

## Notes

# INCUBATOR TOOLS

You will begin work by entering  
expenses on your own

**CASH-FLOW PLAN**

from your Table of Contents choose:

**Project Your Expenses**

Notes

**Now tell your  
money where to go:**

**WORK TIME!**



# INCUBATOR TOOLS

You will begin by only entering the  
names of each

**SERVICE PROVIDER**

and their Scheduled Weekly Hours:

**Project Hours for Sale**

**Project  
your growth:**

**WORK TIME!**

# SALES PROJECTIONS

Enter hours available for sale

Cash Flow Plan				
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23
Monthly Hours for Sale	500	500	500	620
Projected Productivity Rate	75%	80%	85%	75%
Monthly Hours Sold	375	400	425	465
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00
Retail Target % of Total Sales	20%	20%	20%	20%

**OK, so...**  
**LET'S TALK ABOUT GROWTH!**

$$\text{Hours Sold} \div \text{Hours Available} = \text{Productivity Rate}$$

# PRODUCTIVITY RATE

Service hours sold divided by the hours available for sale

Measured as a percentage

Affected by time standards

Key component of profitability

**Critical Numbers:**  
Key elements and vocabulary of the Team-Based Business Model

## SALES PROJECTIONS Productivity Rate

Cash Flow Plan				
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23
Monthly Hours for Sale	500	500	500	620
Projected Productivity Rate	75%	80%	85%	75%
Monthly Hours Sold	375	400	425	465
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00
Retail Target % of Total Sales	20%	20%	20%	20%

$$\text{Service Sales} \div \text{Productive Hours} = \text{Average Service Sale per Productive Hour}$$

## SALES PROJECTIONS

### Average Service Sale Per Productive Hour

Cash Flow Plan				
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23
Monthly Hours for Sale	500	500	500	620
Projected Productivity Rate	75%	80%	85%	75%
Monthly Hours Sold	375	400	425	465
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00
Retail Target % of Total Sales	20%	20%	20%	20%

$$\text{Retail Sales} \div \text{Total Sales} = \text{Retail \% of Total Sales}$$

*(Retail PLUS Service)*

## SALES PROJECTIONS

### Retail % of Total Sales

Cash Flow Plan				
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23
Monthly Hours for Sale	500	500	500	620
Projected Productivity Rate	75%	80%	85%	75%
Monthly Hours Sold	375	400	425	465
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00
Retail Target % of Total Sales	20%	20%	20%	20%

# Sales Projections

Use the combined scheduled hours for all employees for the month for Monthly Hours for Sale and adjust for monthly changes

Use Prebook, historical data, team education, and monthly themes to help you project the Productivity Rate, Average Service Sales Per Productive Hour, and Retail Target % for each

Enter percentages as decimals or use the % sign

Cash Flow Plan				
SALES PROJECTIONS	Jan-23	Feb-23	Mar-23	Apr-23
Monthly Hours for Sale	500	500	500	620
Projected Productivity Rate	75%	80%	85%	75%
Monthly Hours Sold	375	400	425	465
Avg Service Sale Per Productive Hour	100.00	100.00	100.00	100.00
Retail Target % of Total Sales	20%	20%	20%	20%

# INCUBATOR TOOLS

You will now project your  
**TOTAL SALES**  
by entering the information you just  
collected in Sales Projections:  
**Project Your Sales**

First and Foremost  
**NOBODY GETS  
A PAY CUT!**

***Integrity and fairness **MUST** prevail***

# PAY CALCULATIONS

## What you need:

### What you need for each employee for **PAY CALCULATIONS**:

- Previous six-months of GROSS wages (minus tips) by pay period
- Scheduled hours per pay period

### Pay calculation steps:

- Enter the Gross Wages (minus tips) by Pay Period
- Enter the Scheduled Hours per Pay Period
- Remove “Odd” paychecks
- Determine the “bump” (1-4%)

## THE STRATEGIES INCUBATOR

<b>PAY DATE</b>	<b>Barbara</b>
1/15/XX	\$1,850.00
1/29/XX	\$1,830.00
2/12/XX	\$1,900.00
2/26/XX	\$1,810.00
3/12/XX	\$1,840.00
3/26/XX	\$1,885.00
4/9/XX	\$1,890.00
4/23/XX	\$1,865.00
5/7/XX	\$1,800.00
5/21/XX	\$1,825.00
6/4/XX	\$1,870.00
6/18/XX	\$1,875.00
7/2/XX	\$1,810.00
<b>TOTAL PAYROLL</b>	<b>\$24,050.00</b>
<b>Pay Periods</b>	<b>13</b>
<b>Average Pay Check</b>	<b>\$1,850.00</b>
<b>Scheduled Hours</b>	<b>80</b>
<b>Hourly Rate on Commission</b>	<b>\$23.13</b>
<b>ANNUAL VALUE</b>	<b>\$48,100.00</b>

<b>PAY DATE</b>	<b>Michael</b>
1/15/XX	\$1,250.00
1/29/XX	\$1,320.00
2/12/XX	*\$950.00
2/26/XX	\$1,390.00
3/12/XX	\$1,125.00
3/26/XX	*\$625.00
4/9/XX	\$1,500.00
4/23/XX	\$1,175.00
5/7/XX	\$1,225.00
5/21/XX	\$1,350.00
6/4/XX	\$1,110.00
6/18/XX	\$1,410.00
7/2/XX	\$1,175.00
<b>TOTAL PAYROLL</b>	<b>\$14,030.00</b>
<b>Pay Periods</b>	<b>11</b>
<b>Average Pay Check</b>	<b>\$1,275.45</b>
<b>Scheduled Hours</b>	<b>80</b>
<b>Hourly Rate on Commission</b>	<b>\$15.94</b>
<b>ANNUAL VALUE</b>	<b>\$33,161.82</b>

## THE STRATEGIES INCUBATOR

<b>PAYDATE</b>	<b>Daryl</b>
1/15/XX	
1/29/XX	
2/12/XX	
2/26/XX	
3/12/XX	
3/26/XX	\$700.00
4/9/XX	\$750.00
4/23/XX	\$875.00
5/7/XX	\$940.00
5/21/XX	\$980.00
6/4/XX	\$950.00
6/18/XX	\$985.00
7/2/XX	\$995.00
<b>TOTAL PAYROLL</b>	<b>\$7,175.00</b>
<b>Pay Periods</b>	<b>8</b>
<b>Average Pay Check</b>	<b>\$896.88</b>
<b>Scheduled Hours</b>	<b>74</b>
<b>Hourly Rate on Commission</b>	<b>\$12.12</b>
<b>ANNUAL VALUE</b>	<b>\$23,318.75</b>

<b>PAY DATE</b>	<b>Barbara</b>	<b>Michael</b>	<b>Daryl</b>
1/15/XX	\$1,850.00	\$1,250.00	
1/29/XX	\$1,830.00	\$1,320.00	
2/12/XX	\$1,900.00	*\$950.00	
2/26/XX	\$1,810.00	\$1,390.00	
3/12/XX	\$1,840.00	\$1,125.00	
3/26/XX	\$1,885.00	*\$625.00	\$700.00
4/9/XX	\$1,890.00	\$1,500.00	\$750.00
4/23/XX	\$1,865.00	\$1,175.00	\$875.00
5/7/XX	\$1,800.00	\$1,225.00	\$940.00
5/21/XX	\$1,825.00	\$1,350.00	\$980.00
6/4/XX	\$1,870.00	\$1,110.00	\$950.00
6/18/XX	\$1,875.00	\$1,410.00	\$985.00
7/2/XX	\$1,810.00	\$1,175.00	\$995.00
<b>TOTAL PAYROLL</b>	<b>\$24,050.00</b>	<b>\$14,030.00</b>	<b>\$7,175.00</b>
<b>Pay Periods</b>	<b>13</b>	<b>11</b>	<b>8</b>
<b>Average Pay Check</b>	<b>\$1,850.00</b>	<b>\$1,275.45</b>	<b>\$896.88</b>
<b>Scheduled Hours</b>	<b>80</b>	<b>80</b>	<b>74</b>
<b>Hourly Rate on Commission</b>	<b>\$23.13</b>	<b>\$15.94</b>	<b>\$12.12</b>
<b>ANNUAL VALUE</b>	<b>\$48,100.00</b>	<b>\$33,161.82</b>	<b>\$23,318.75</b>
<b>New Pay Check</b>	<b>\$1,924.00</b>	<b>\$1,288.21</b>	<b>\$914.81</b>
<b>New Hourly Rate</b>	<b>\$24.05</b>	<b>\$16.10</b>	<b>\$12.36</b>
<b>New Annual Pay</b>	<b>\$50,024.00</b>	<b>\$33,493.44</b>	<b>\$23,785.13</b>
<b>Percent Increase</b>	<b>4%</b>	<b>1%</b>	<b>2%</b>

## THE STRATEGIES INCUBATOR

<b>PAY DATE</b>	<b>Barbara</b>	<b>Michael</b>	<b>Daryl</b>
<b>Total Payroll</b>	\$24,050.00	\$14,030.00	\$7,175.00
<b>Pay Periods</b>	13	11	8
<b>Average Pay Check</b>	\$1,850.00	\$1,275.45	\$896.88
<b>Scheduled Hours</b>	80	80	74
<b>Hourly Rate on Commission</b>	\$23.13	\$15.94	\$12.12
<b>Annual Value</b>	\$48,100.00	\$33,161.82	\$23,318.75
<b>New Pay Check</b>	\$1,924.00	\$1,288.21	\$914.81
<b>New Hourly Rate</b>	\$24.05	\$16.10	\$12.36
<b>New Annual Pay</b>	\$50,024.00	\$33,493.44	\$23,785.13
<b>Percent Increase</b>	4%	1%	2%



# INCUBATOR TOOLS

**Now calculate the  
HOURLY RATE  
for each service provider:**

**Pay Conversion Calculator**



# INCUBATOR TOOLS

You will now enter the  
**HOURLY RATE**  
from the Payroll Calculator for each  
service provider already listed in the :  
**Project Payroll**

## LIVING THE DREAM! Cash Flow Planning

# COMPLETE YOUR CASH-FLOW PLAN:

- ▶ **Ensure all applicable information is entered**
- ▶ **Make monthly adjustments as needed**
- ▶ **Analyze the results**

# Cash Flow Planning & how it builds Financial Health The Benchmarks:

**Service Payroll 30-35%**

**Administrative Payroll 10%**

**Owners Payroll 10%**

**Rent 6-8%**

**Retail Cost 50-55%** (of Retail Sales)

**Net Profit 15%**

**Cash Reserves 5%** (of Total Sales)

To be ***PROACTIVE*** instead of ***REACTIVE***, consult the Cash Flow Plan ***BEFORE*** spending decisions

The key to ***LIVING*** the Cash Flow Plan is updating it ***WEEKLY***

**Avoid the financial hangover**

# Actual vs Budget

**Better “guesser”**

**Accountable**

**How well the plan is working**

# WHAT IF...

**The Cash Flow Plan is the answer to your questions**

Notes

# TEAM REWARDS

**The attitude of Gratitude**

Notes

**Team Rewards are an**  
**ACKNOWLEDGEMENT**  
**RECOGNITION**  
**THANK YOU**  
**for a job well done**

Notes

# TEAM BASED

## Rewarding TEAM Effort:

- Hitting **GOALS**
- Overcoming **CHALLENGES**
- Living company **VALUES**
- Group **INNOVATION**
- Team **SERVICE**

Notes

# TEAM REWARD IDEAS

**No Cost:** Genuine word / Homeade Food/ “Jeans” Day

**Non-Financial:**Favorite treat/Gift Cards/Margarita Maker

**Financial:** Yes, rewards can be monetary

# Designing your **TEAM REWARD SYSTEM**

**Use Scoreboards to track progress**

**Identify desired solutions and outcomes**

**Demonstrate culture and values**

**Celebrate teamwork**

# TEAM BASED

## Rewarding INDIVIDUAL Effort:

PROFESSIONALISM

Displaying DEPENDABILITY

MENTORSHIP

Outstanding team PERFORMANCE

COMMUNICATION abilities

# Intentional GRATITUDE

**Start with “Getting to Know You” forms**

**Encourage team members to celebrate each other**

**Create opportunities to spotlight strengths**

**Start with small wins**

**Pay attention!**

# Gratitude is **EMPOWERING**

**I SEE you**

**I know and appreciate your abilities**

**I trust you**

**You belong here**

**You are important**

Team rewards work when it is  
**PART OF WHO YOU ARE,**  
NOT JUST SOMETHING YOU DO

Notes

# SCOREBOARDS

**The basic vehicle of communication in the Team-Based Business Model, it speaks to the entire team about how the business is moving towards its goal**

## Making the Scoreboard WORK IN YOUR COMPANY

- Update Daily – *Sense of Urgency*
  
  
  
  
  
  
  
  
  
  
- Post where everyone can see it – *Information Flow*
  
  
  
  
  
  
  
  
  
  
- Teach the numbers – *Critical Numbers*
  
  
  
  
  
  
  
  
  
  
- Be creative – *Innovation*

# COMMAND CENTER SCOREBOARD

Jun-XX				Service	Retail	Total Sales	Days This Month 22	Days Left 16
<b>Monthly Goal:</b> <b>Where we are:</b> <b>Where we should be:</b> <b>Percent to Goal:</b> <b>Ahead or Behind:</b>				\$45,000	\$11,000	\$56,000	<b>Today's Smart Goal</b>	
				\$11,785	\$2,175	\$13,960		
				\$11,573	\$2,829	\$14,402	<b>Service</b> \$1,475	<b>Retail</b> \$390
				26%	20%	25%	\$1,856	
\$212	-\$654	-\$442						
Days Open	Hours Available	Day & Date		Daily Service Sales	Daily Retail Sales	Total Sales	Where we are	Where we should be
1	36	Thu	06/01/XX	\$1,825.00	\$225.00	\$2,050.00	\$2,050.00	\$2,065.57
2	32	Fri	06/02/XX	\$1,320.00	\$195.00	\$1,515.00	\$3,565.00	\$3,901.64
3	48	Sat	06/03/XX	\$2,250.00	\$530.00	\$2,780.00	\$6,345.00	\$6,655.74
		Sun	06/04/XX					
		Mon	06/05/XX					
4	45	Tue	06/06/XX	\$1,890.00	\$400.00	\$2,290.00	\$8,635.00	\$9,237.70
5	54	Wed	06/07/XX	\$2,700.00	\$500.00	\$3,200.00	\$11,835.00	\$12,336.07
6	36	Thu	06/08/XX	\$1,800.00	\$325.00	\$2,125.00	\$13,960.00	\$14,401.64
7	32	Fri	06/09/XX					
8	48	Sat	06/10/XX					
		Sun	06/11/XX					
		Mon	06/12/XX					
9	45	Tue	06/13/XX					
10	54	Wed	06/14/XX					
11	36	Thu	06/15/XX					
12	32	Fri	06/16/XX					
13	48	Sat	06/17/XX					
		Sun	06/18/XX					
		Mon	06/19/XX					
14	45	Tue	06/20/XX					
15	54	Wed	06/21/XX					
16	36	Thu	06/22/XX					
17	32	Fri	06/23/XX					
18	48	Sat	06/24/XX					
		Sun	06/25/XX					
		Mon	06/26/XX					
19	45	Tue	06/27/XX					
20	54	Wed	06/28/XX					
21	36	Thu	06/29/XX					
22	32	Fri	06/30/XX					
<b>976</b>		<b>Totals</b>		<b>\$11,785</b>	<b>\$2,175</b>	<b>\$13,960</b>		

# Command Center Scoreboard

# SMART GOALS

Jun-XX	Service	Retail	Total Sales	Days This Month 22	Days Left 16
<b>Monthly Goal:</b>	\$45,000	\$11,000	\$56,000	<b>Today's Smart Goal</b>	
<b>Where we are:</b>	\$11,785	\$2,175	\$13,960		
<b>Where we should be:</b>	\$11,573	\$2,829	\$14,402	<b>Service</b>	<b>Retail</b>
<b>Percent to Goal:</b>	26%	20%	25%	\$1,475	\$390
<b>Ahead or Behind:</b>	\$212	-\$654	-\$442	\$1,865	



# “AAAAHH, HUDDLES!!”

**A Huddle is a regular, structured, short gathering designed to keep everyone informed and involved in what’s going on in the business.**

## ***Making the Huddle work in your company***

Be disciplined – ***Accountability***

- Stay focused – ***Systems***

- Communicate the score – ***Information Flow***

- Consistency – ***Sense of Urgency***

- Everyone attends – ***Teamwork***

- Keep it lively – ***Culture***



# BROADBAND

## Career Path

A tool that illustrates an employee's roadmap for growth. They create opportunity for employees AND the company.

**Provide clarity and consistency through the use of communication and looking at an employee's overall value to the company**

**Broadbands Career Path shape a company's culture**

## THE STRATEGIES INCUBATOR

Your Company / Position	Broadband Career Growth Path <span style="float: right; font-size: small;">version 5.1</span>						
<i>Individual Actions/Behaviors</i>	<i>Team Actions/Behaviors</i>	<i>Skills</i>					
Knowledge of the work	Lives No-Compromise Culture	Onboarding					
Innovation	Supports company values	Signature Systems					
Quality of work	Foster healthy relationships	Product Knowledge					
Initiative	Collaboration	Consultation   Happiness					
Dependability & accountability	Positive and supportive attitude	Service/Skill					
Sense of urgency	Delivers Results	Service/Skill					
Attendance	Supports initiatives	Service/Skill					
Punctuality	Mentor others	Service/Skill					
Keeps commitments	Team problem solving	Service/Skill					
Communication abilities	Embrace change	Service/Skill					
Trust	Communicate for understanding	Service/Skill					
Strives to get better	Contribute to a safe culture	Service/Skill					
Active listening	Active participation	Service/Skill					
<i>Performance &amp; Growth Targets</i>							
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><b>First-Time Client Retention = 45%</b></td> </tr> <tr> <td style="text-align: center;"><b>Existing Client Retention = 85%</b></td> </tr> <tr> <td style="text-align: center;"><b>Pre-Book = 50%</b></td> </tr> <tr> <td style="text-align: center;"><b>Productivity Rate = 80%</b></td> </tr> <tr> <td style="text-align: center;"><b>Retail to Total Sales = 15%</b></td> </tr> </table>			<b>First-Time Client Retention = 45%</b>	<b>Existing Client Retention = 85%</b>	<b>Pre-Book = 50%</b>	<b>Productivity Rate = 80%</b>	<b>Retail to Total Sales = 15%</b>
<b>First-Time Client Retention = 45%</b>							
<b>Existing Client Retention = 85%</b>							
<b>Pre-Book = 50%</b>							
<b>Productivity Rate = 80%</b>							
<b>Retail to Total Sales = 15%</b>							
<i>Earning Potential</i>							
<b>Annual @ 40 hrs</b>	<b>\$31,200</b>	<b>to</b>	<b>\$124,800</b>				
<b>Hourly Rate</b>	<b>\$15.00</b>	<b>to</b>	<b>\$60.00</b>				

***Individual  
Actions/Behaviors***

Notes

Knowledge of the work

Innovation

Quality of work

Initiative

Dependability & accountability

Sense of urgency

Attendance

Punctuality

Keeps commitments

Communication abilities

Trust

Strives to get better

Active listening

***Team Actions/Behaviors***

Notes

Lives No-Compromise Culture

Supports company values

Foster healthy relationships

Collaboration

Positive and supportive attitude

Delivers Results

Supports initiatives

Mentor others

Team problem solving

Embrace change

Communicate for understanding

Contribute to a safe culture

Active participation

<b><i>Skills</i></b>	<b>Notes</b>
Onboarding	
Signature Systems	
Product Knowledge	
Consultation   Happiness	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	
Service/Skill	

**COMPANY PERFORMANCE AND GROWTH TARGETS**

**Building a healthy company begins with performance and growth targets that produce growth**

<b>Performance &amp; Growth Targets</b>	
<b>First-Time Client Retention</b>	<b>= 45%</b>
<b>Existing Client Retention</b>	<b>= 85%</b>
<b>Pre-Book</b>	<b>= 50%</b>
<b>Productivity Rate</b>	<b>= 80%</b>
<b>Retail to Total Sales</b>	<b>= 15%</b>

**Does Pay have a place  
on the Broadband Career Path?**

**IT SURE DOES!**

**EARNING POTENTIAL**

<b>ANNUAL VALUE (@40 HRS WK)</b>	<b>\$31,200</b>	<b>TO</b>	<b>\$93,600</b>
<b>HOURLY RATE</b>	<b>\$15.00</b>	<b>TO</b>	<b>\$45.00</b>

Notes

**The power and opportunities  
*LIE IN THE SKILLS AND BEHAVIORS.***

**It's a guide...**

**NOT A HAMMER!**

Notes

# Command Center: **BROADBAND** Career Path

Notes

# So now that we have a guideline, let's discuss **PERFORMANCE REVIEWS**

## **Guidelines:**

- It is **NOT** a Wage Review
- Must be scheduled every 90 days
- Must be prepared in advance of the meeting
- Last 30-60 mins standard

## **Benefits the employee:**

- Builds Trust
- Holds Accountability
- Career counseling
- Motivation
- Clarity

# HOW ABOUT A RAISE?

## Let's look at Wage Reviews

### **Guidelines:**

- Cash-Flow Plan first, Broadband second
- Based upon a series of successful Performance Reviews
- Wage increases are earned, not entitlements
- Critical Numbers are NOT the only requirement
- Consider overall behaviors and performance
- Must be scheduled (annual, bi-annual)
- Increases in hourly rate or annual wage are typically 3-5%

### **OUTSIDE THE GUIDELINES:**

- A new team member exhibiting continuous above-average performance
- A team member completing a probationary period
- An existing team member demonstrating a repeated and significant contribution to the team

**SPECIAL NOTE:** A request for a pay raise is welcomed. This allows open conversation to take place about pathways for growth

# Customer Loyalty is all about **WINNING THE GAME OF BUSINESS.**

**Client Retention is the measurement that answers the question:  
“Are you building a customer base that is loyal to the business?”**

**Industry average for First-Time Client retention is 32%**

**You must measure Client Retention two ways:**

***FIRST TIME CLIENT RETENTION –***

Measurement of how many first-time clients returned for a second visit within 90 days.

***EXISTING CLIENT RETENTION –***

Same as First Time Client Retention but its measurement starts after the initial visit.

# Client Retention Summary - May 20XX

<b>OVERALL RETENTION</b>	New Clients	Returned to EMP.	Returned Other	Total Retained	% Retained
	79	31	10	41	51.89%
	Existing Clients	Returned to EMP.	Returned Other	Total Retained	% Retained
697	485	110	595	85.36%	
New Client Retention Summary					
Employee	New Clients	Returned to EMP.	Returned Other	Total Retained	%
Charles, Anthony	10	5	1	6	60.00%
Cunningham, Angie	9	1	1	2	22.22%
Hans, Jen	2	1	1	2	100.00%
Klum, Allie	5	2	0	2	40.00%
Lancer, Stephany	10	4	2	6	60.00%
Manista, Ben	13	7	0	7	53.84%
Marino, Isaac	5	2	1	3	60.00%
Owen, Jessica	4	2	0	2	50.00%
Selander, Shannda	4	1	1	2	50.00%
Semon, Pauline	14	4	2	6	42.85%
Smith, Jerome	0	0	0	0	0.00%
York, Rosa	4	2	1	3	75.00%
Existing Client Retention Summary					
Employee	Existing Clients	Returned to EMP.	Returned Other	Total Retained	%
Charles, Anthony	50	37	5	42	84.00%
Cunningham, Angie	65	55	3	58	89.23%
Hans, Jen	44	35	1	36	81.81%

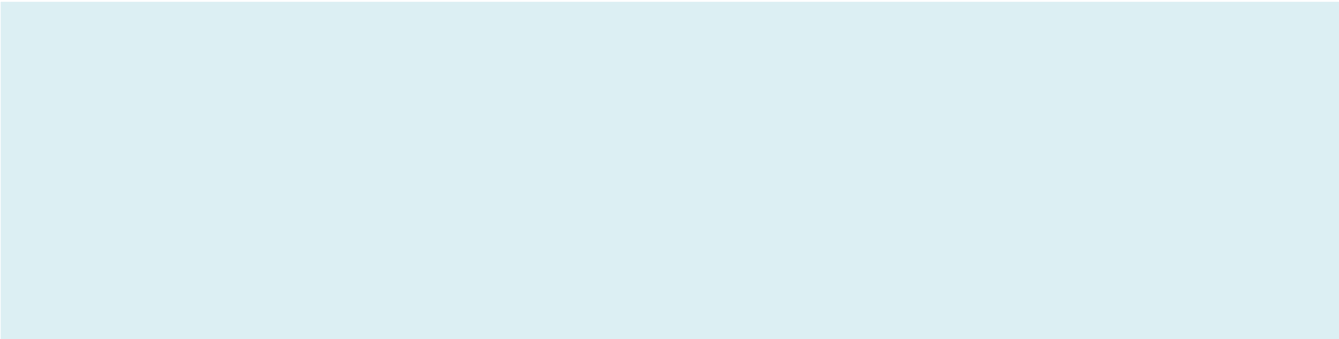
# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*

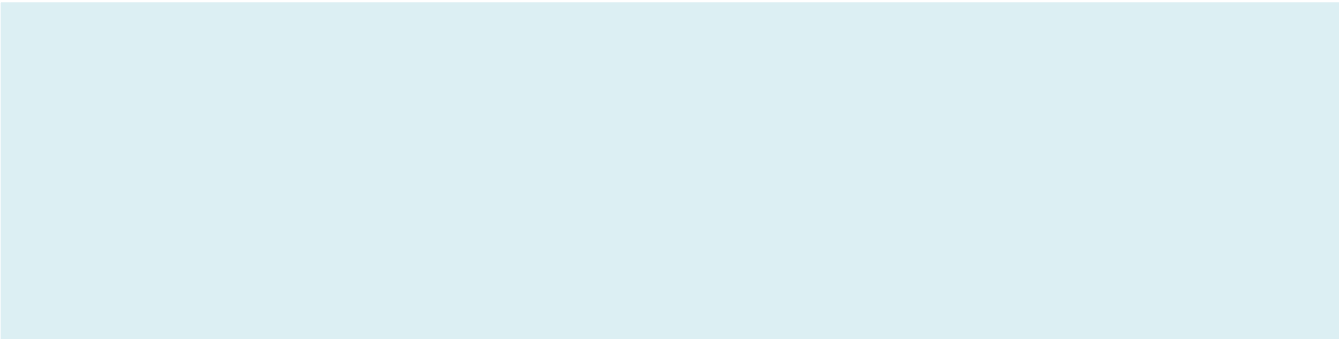
# SKILL CERTIFICATION

***is about the systems and training that are in place to produce a quality experience***

**SKILL CERTIFICATION is all about:**

- Consistency
  - Creating a continued path for growth
  - Building customer loyalty to your company
- 

**THE KEY SKILL CERTIFICATION design elements:**

- Areas of need
  - Identify the behaviors/ technical skills you want repeated
  - Procedures for each area
  - Scripts
  - Training Process
  - Evaluation
- 

***The Eight Drivers can be a BIG help to gain clarity in the above areas***

**PRICING SERVICES  
QUALITY**  
**is remembered long after**  
***PRICE IS FORGOTTEN.***

Notes

**Q: What determined your current service prices?**

**A: What the “other guy” is charging**

**A: Pricing from where you came**

**A: What you “feel” you’re worth**

***TRANSLATED: YOU TOOK A GUESS***

**Q: How do you know your current pricing is profitable?**

**A: You don’t. The need to apply solid business information is critical in determining the answer.**

**Q: What do you really sell?**

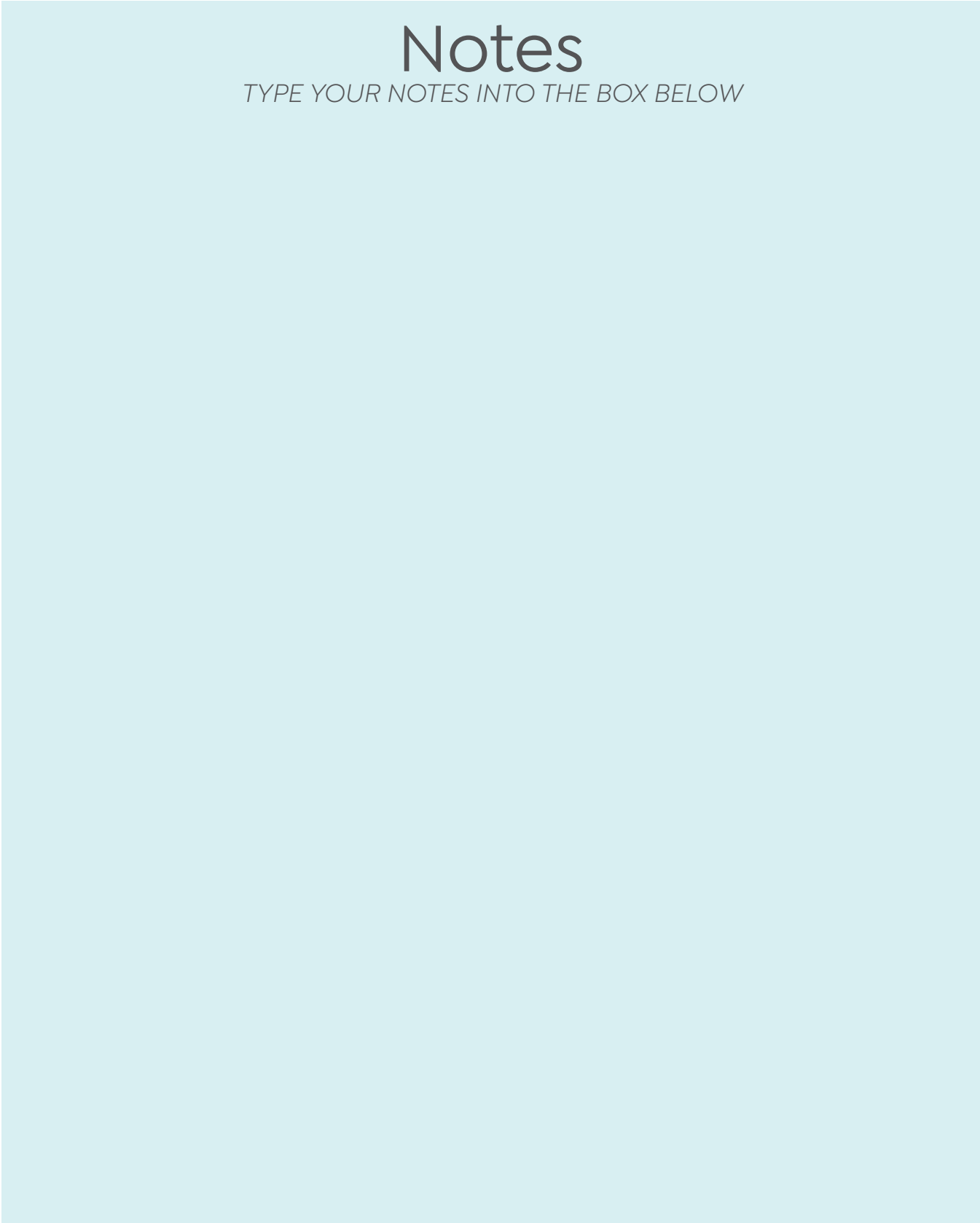
**A: Time. Hold onto that thought as we move forward.**

## SERVICE COST-PER-HOUR CALCULATOR

Year	January
Service Payroll	\$25,000
Professional Use Supplies	\$2,000
Credit Card Fees	\$1,200
<b>Total Service Costs</b>	<b>\$28,200</b>
Monthly G&A Expense	\$35,000
<b>Total Costs and Expenses</b>	<b>\$63,200</b>
Hours Available for Sale	
Productivity Rate	
Hours Sold	
Desired Profit Margin on Services	
<b>The Cost of One Hour of Service:</b>	<b>\$</b>
The Cost of 45 Minutes of Service:	
The Cost of 30 Minutes of Service:	
The Cost of 15 Minutes of Service:	

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



## SERVICE COST-PER-HOUR CALCULATOR

Year	January
Service Payroll	\$25,000
Professional Use Supplies	\$2,000
Credit Card Fees	\$1,200
<b>Total Service Costs</b>	<b>\$28,200</b>
Monthly G&A Expense	\$35,000
<b>Total Costs and Expenses</b>	<b>\$63,200</b>
Hours Available for Sale	<b>1,300</b>
Productivity Rate	<b>82%</b>
<b>Hours Sold</b>	<b>1,066</b>
Desired Profit Margin on Services	0%
<b>The Cost of One Hour of Service :</b>	<b>\$59.29</b>
<b>The Cost of 45 Minutes of Service:</b>	<b>\$44.47</b>
<b>The Cost of 30 Minutes of Service:</b>	<b>\$29.64</b>
<b>The Cost of 15 Minutes of Service:</b>	<b>\$14.82</b>

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*

## SERVICE COST-PER-HOUR CALCULATOR

Year	January
Service Payroll	\$25,000
Professional Use Supplies	\$2,000
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<b>Total Costs and Expenses</b>	<b>\$63,200</b>
Hours Available for Sale	1,300
Productivity Rate	82%
<b>Hours Sold</b>	<b>1,066</b>
Desired Profit Margin on Services	<b>15%</b>
<b>One Hour of Service should sell for:</b>	<b>\$69.75</b>
45 Minutes of Service should sell for:	<b>\$52.31</b>
30 Minutes of Service should sell for:	<b>\$34.87</b>
15 Minutes of Service should sell for:	<b>\$17.44</b>

**Now that we know *OUR*  
business' cost to produce one  
hour of service and the proper  
pricing to include a profit, let's  
connect back to *TIME***

When we consider the relationship of  
**PRICING AND TIME** this eliminates issues with:

**Corrective services**

**Parties**

**Onsite work**

**“Unexpected” situations**

# POSITIVE COMMUNICATION

## around price changes

**Create clarity with team first**

**Create scripts/role play**

**Deal with the price change openly**

**Communicate with customers before their next visit**

# INCUBATOR TOOLS

**See the current  
COST FOR ONE HOUR OF SERVICE  
and explore profitability:**

**Cost Per Hour**

<b>Cost per hour for service</b>		Version 2.0	Copyright © 2023 STRATEGIES
Hours Available for sale			
Projected productivity rate			
Hours sold @ projected productivity rate			
Service payroll			
Professional use supplies			
Credit card fees			
<b>Total service costs</b>			-
Average monthly G&A expense			
<b>Total costs &amp; expenses for one hour of service</b>			
Desired profit margin on services			
<b>This is what one hour of service should sell for</b>			

## FIND WHAT YOUR HOURS COST:

- ▶ **The data comes straight from the CFP**
- ▶ **See what an hour of service actually costs!**
- ▶ **Enter the desired profit margin as a percentage to see what one hour of service should sell for**

# TEAMWORK MAKES THE “DREAM WORK”!

**What really is a definition for “TEAM”?**  
**A group of people that anticipates and  
meets the needs of others.**

## **THE KEY COMPONENTS TO BUILDING A TEAM**

- Communication
- Clarity
- Trust
- Growth
- Accountability
- Common Goal
- Evaluation

## **TEAM NO-COMPROMISE EXCELLENCE**

# **Service Contract:**

**Unlike other businesses the skills of our entire staff are available to all clients.**

We regard waiting lists as a sign of inefficiency and lack of teamwork. Each member takes responsibility for every hour the business has for sale. Our client's schedules are more important than our own. As long as there is time on the schedule and skill available, we will accommodate their needs without inconvenience or delay.

## Notes

## **CLIENT NO-COMPROMISE EXCELLENCE**

# **Service Contract:**

**Unlike other businesses, we practice the highest level of team service.**

**This means the skills of our entire team are available to you. Not every technician is a master of all skills. We don't lock you into one technician. We don't keep you on a waiting list. Meeting your service needs and your busy schedule are our top priorities.**

Notes

# The outcomes of building a team:

**DRAMATIC IMPROVEMENTS  
IN *EVERY* AREA OF THE FOUR  
BUSINESS OUTCOMES**

Notes

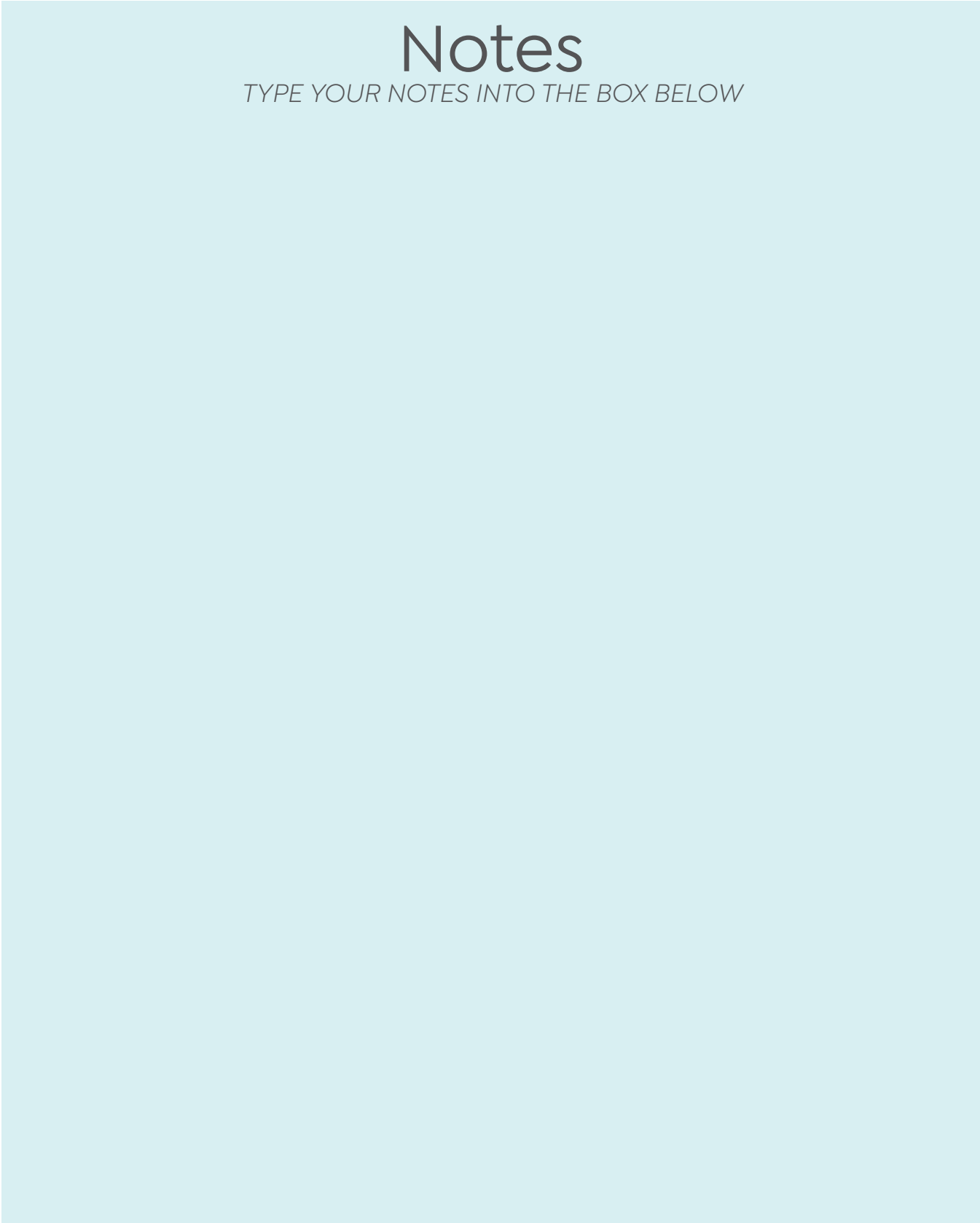
## FIVE-YEAR FORECASTER

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$50	\$50	\$50	\$50
Visits per year	6	6	6	6	6
New clients per month	75	75	75	75	75
New retention rate	35%	35%	35%	35%	35%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b>\$477,000</b>	<b>\$499,950</b>	<b>\$519,458</b>	<b>\$536,039</b>	<b>\$550,133</b>

**TOTAL INCREASE AFTER FOUR YEARS OF GROWTH = \$73,133**  
**PERCENT INCREASE AFTER FOUR YEARS OF GROWTH = 15.33%**

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



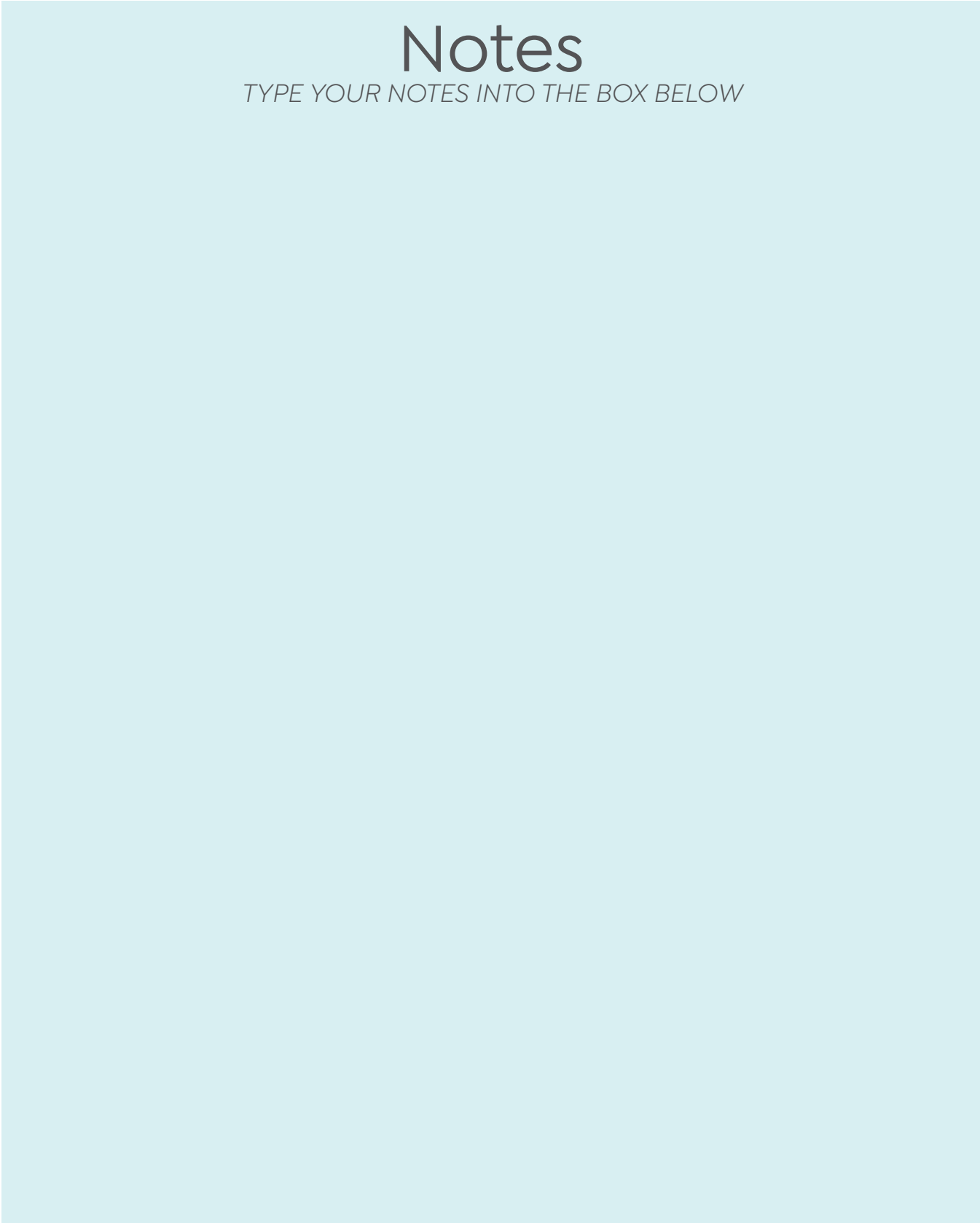
## Increase **AVERAGE TICKET \$5**

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$55	\$55	\$55	\$55
Visits per year	6	6	6	6	6
New clients per month	75	75	75	75	75
New retention rate	35%	35%	35%	35%	35%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b>\$477,000</b>	<b>\$549,945</b>	<b>\$571,403</b>	<b>\$589,643</b>	<b>\$605,146</b>

**TOTAL INCREASE AFTER FOUR YEARS OF GROWTH = \$128,146**  
**PERCENT INCREASE AFTER FOUR YEARS OF GROWTH = 26.87%**

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



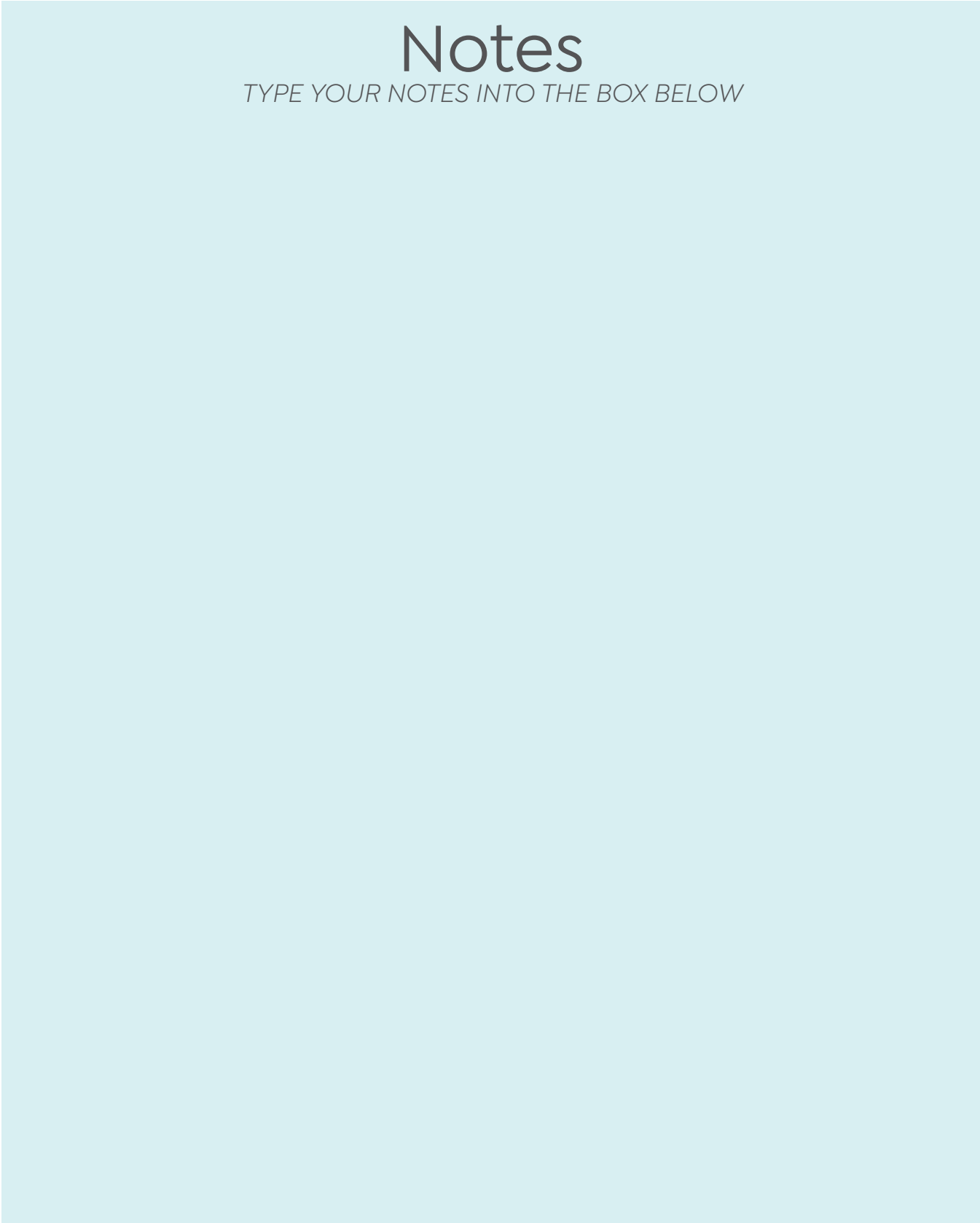
## Increase VISITS PER YEAR BY 1

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$50	\$50	\$50	\$50
Visits per year	6	7	7	7	7
New clients per month	75	75	75	75	75
New retention rate	35%	35%	35%	35%	35%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b>\$477,000</b>	<b>\$583,275</b>	<b>\$606,034</b>	<b>\$625,379</b>	<b>\$641,822</b>

**TOTAL INCREASE AFTER FOUR YEARS OF GROWTH = \$164,822**  
**PERCENT INCREASE AFTER FOUR YEARS OF GROWTH = 34.55%**

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



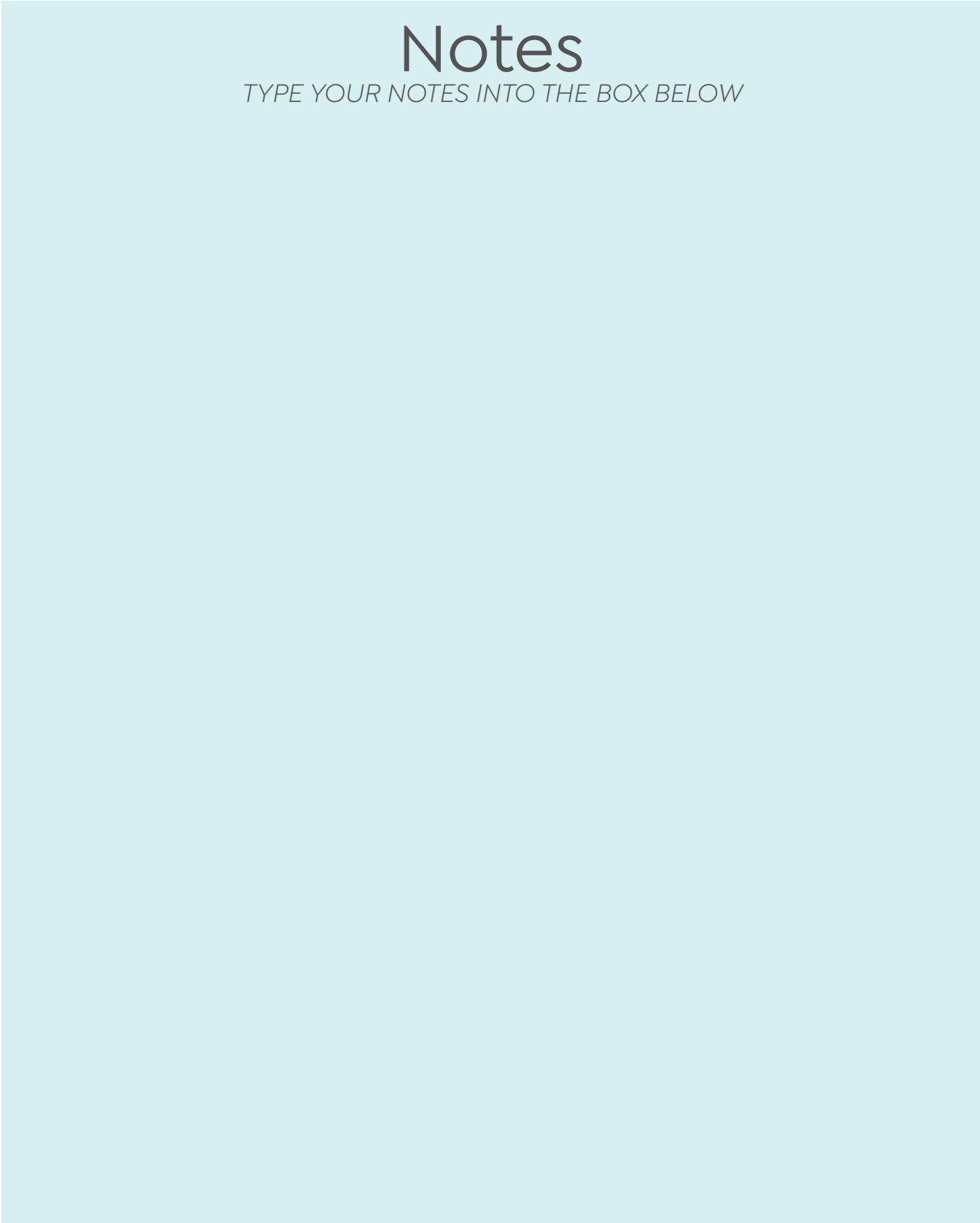
## Increase New Clients BY 25 PER MONTH

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$50	\$50	\$50	\$50
Visits per year	6	6	6	6	6
New clients per month	75	100	100	100	100
New retention rate	35%	35%	35%	35%	35%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b>\$477,000</b>	<b>\$531,450</b>	<b>\$577,733</b>	<b>\$617,073</b>	<b>\$650,512</b>

**TOTAL INCREASE AFTER FOUR YEARS OF GROWTH = \$173,512**  
**PERCENT INCREASE AFTER FOUR YEARS OF GROWTH = 36.38%**

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



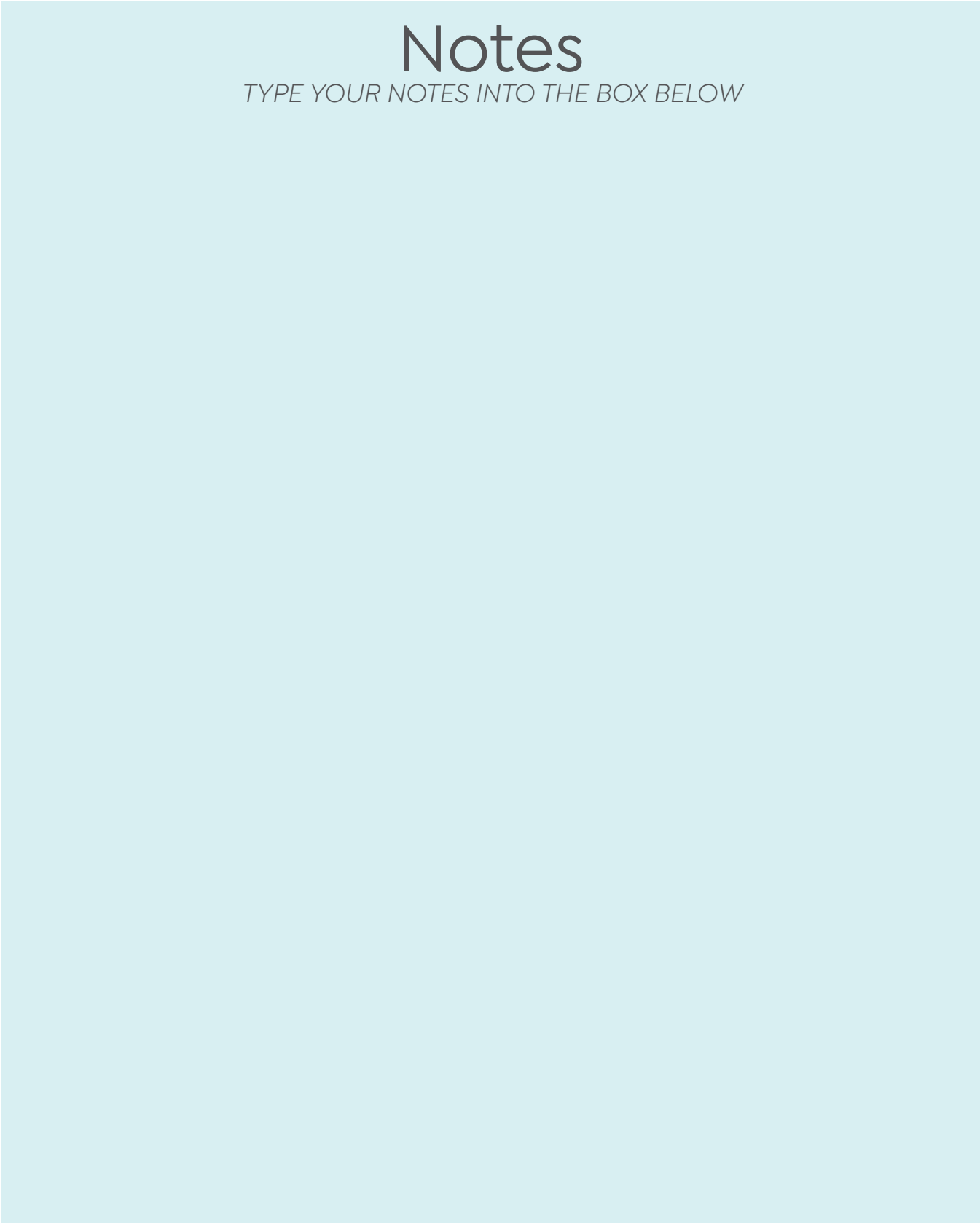
## Increase RETENTION TO 60%

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$50	\$50	\$50	\$50
Visits per year	6	6	6	6	6
New clients per month	75	75	75	75	75
New retention rate	35%	60%	60%	60%	60%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b>\$477,000</b>	<b>\$567,450</b>	<b>\$644,333</b>	<b>\$709,683</b>	<b>\$765,230</b>

**TOTAL INCREASE AFTER FOUR YEARS OF GROWTH = \$288,230**  
**PERCENT INCREASE AFTER FOUR YEARS OF GROWTH = 60.43%**

# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



## Five-Year Forecaster

### *INCREASE ALL VARIABLES*

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of retained clients	1500	1590	1667	1732	1787
Average ticket	\$50	\$55	\$55	\$55	\$55
Visits per year	6	7	7	7	7
New clients per month	75	100	100	100	100
New retention rate	35%	60%	60%	60%	60%
Attrition rate	15%	15%	15%	15%	15%
<b>TOTAL SALES</b>	<b><i>\$477,000</i></b>	<b><i>\$797,528</i></b>	<b><i>\$955,098</i></b>	<b><i>\$1,089,034</i></b>	<b><i>\$1,202,879</i></b>

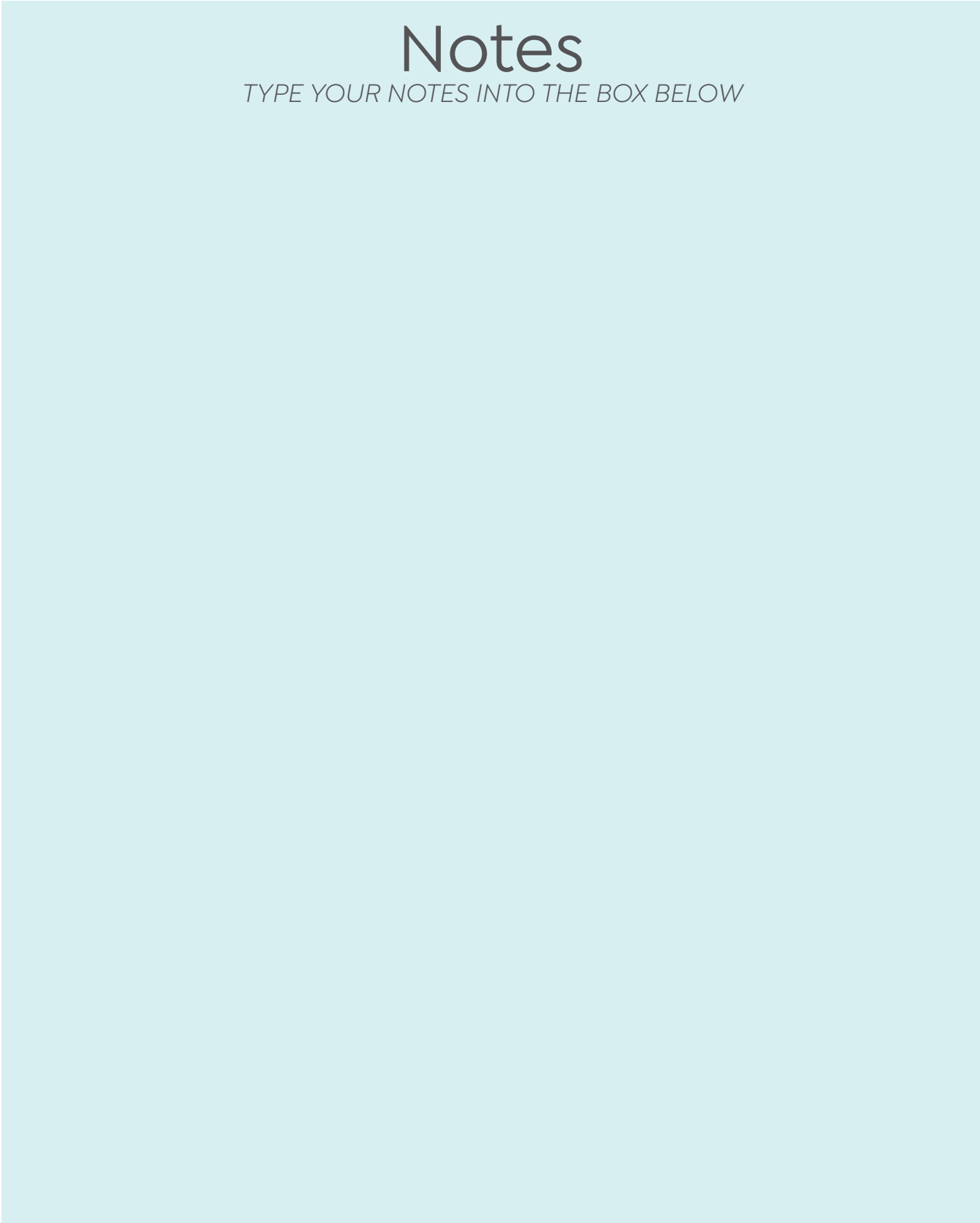
Total increase after four years of growth = ***\$725,879***

Percent increase after four years of growth = ***152%***



# Notes

*TYPE YOUR NOTES INTO THE BOX BELOW*



# THE 18-MONTH TIMELINE TO THE TEAM-BASED BUSINESS MODEL

- **Timeline breakdown**
- **Must Do's**
- **What you should see**

Notes

## ***BEFORE THE LAUNCH***

Plan until there is absolute clarity on where you are going to take the company.

- ▶ **Energize your leadership/change team**
- ▶ **Drive the Sense of Urgency with communication**
- ▶ **Determine company balance in the Four Business Outcomes**

LOOK FOR:

***BUY-IN, PASSION,***

***NO-COMPROMISE CULTURE SHIFT***

Notes

## **The first 30 days:** ***VISION AND VALUES ALIGNMENT***

- ▶ **Make the kickoff powerful**
- ▶ **Lean on Critical Numbers and Four Business Outcomes**
- ▶ **Develop communication systems**
- ▶ **Coach change resisters quickly**

**LOOK FOR: *ENGAGEMENT, QUESTIONS, NO-COMPROMISE CHAMPIONS***

Notes

## **4-6 Months:** ***ALERT! CRITICAL TIMEFRAME!***

- ▶ **Consistency is critical! No-Compromise!**
- ▶ **Relentless communication**
- ▶ **Fine-tune systems and approach**
- ▶ **Coach up, or coach out**

**LOOK FOR: *TEAM CULTURE, UPBEAT MORALE, 4-BIZ GROWTH***

Notes

## **6-12 Months:** ***PROTECT THE CULTURE***

- ▶ **Strengthen accountability**
- ▶ **Celebrate wins and spotlight leadership and positive behavior**
- ▶ **Critical number growth**

**LOOK FOR: *HIGH LEVEL PERFORMANCE,***  
***NO-COMPROMISE CULTURE***

Notes

## **12-18 Months:** ***CREATE LIFT, ELIMINATE DRAG***

- ▶ Leadership serves as role models and sets the tone of the company
- ▶ Identify No-Compromise leaders on the team
- ▶ Create outcome balance

**LOOK FOR: *COMPANY-WIDE BUY-IN,***  
***LEADER AS VISIONARY***

Notes

# **NO COMPROMISE!**

**This can be one of the most fulfilling endeavors you can experience as a leader. The Team-Based Business Model will create opportunities for growth throughout your company. When balance is achieved across the Four Business Outcomes, everyone that worked to achieve that balance will experience the rewards of No Compromise.**

Notes