

# Your Greatest Challenge

Without doubt in as a service business owner your greatest challenge is the **productivity of labour**.

When productive labour is performing below full potential profits suffer.

The essence of the problem is that most owners have not learned how to capture, monitor, manage and sell time!

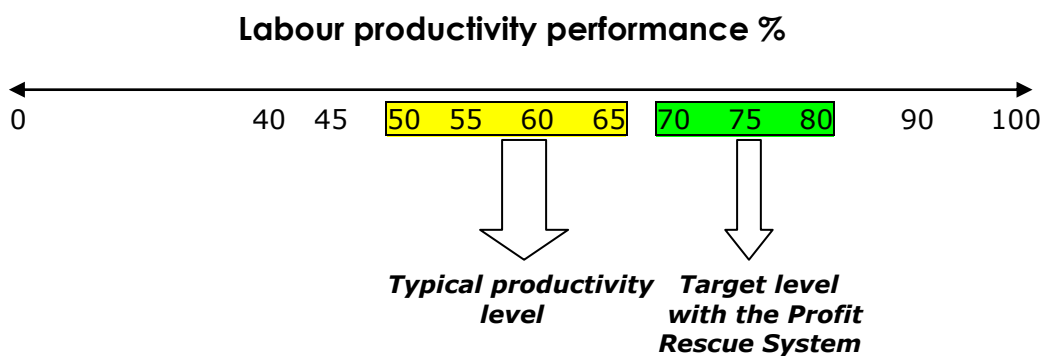
## Typically this is what happens:

For every 100 hours of productive labour going IN to the operation around 60 to 65 come OUT; that is, billed to customers.

Productivity is thus 60%-65%. So in an average 38 hour week, 25 hours are sold; 13 are 'lost' and for whatever reason, never invoiced.

At first sight fixing this problem may seem impossible because 'everyone is already working flat out' including management. Not so!

## Picture the problem and the solution this way:



## And here's the good news:

1. Your team don't need to work harder or longer; neither do you
2. You don't have to work nights & weekends; or go back on the tools to fix this problem; it's a 'smarter' issue not a 'harder' issue!

## How does improved productivity impact profit?

Assume XYZ Electricians has 10 productive staff and charges \$85 per hour:

- \* 5% more hours sold puts \$72,000 onto the bottom line, every year
- \* 10% adds around \$140,000!

**That's money that can be used to reduce debt, fund business expansion or invest into a superannuation plan...or simply build up cash reserves!**