

# The SBO Program @lert

## Your Business is like a Leaking Tank

Yours is a service-based business, meaning you primarily sell TIME - labour time.

And how easy it is for time to be LOST; that is, never sold. Lost or unsold labour time has nothing to do with being busy or whether or not you pay overtime.

Time can disappear so quickly, 'leaking' away like water, impacting business performance, profitability and cashflow; on top of that it can be very stressful.



### **Here's how the numbers work:**

HOURS each tradie is paid for per year	1,976	38 hours x 52 weeks
HOURS each tradie has available for sale	1,710	38 hours x 45 weeks
HOURS each tradie actually sells - about 60%	1,026	23 hours x 45 weeks
Difference between PAID and SOLD hours	950	That's a lot of hours!

That goes a long way to explaining why you have a cashflow problem!

### **The objective of the SBO Program is to plug the holes:**

In so doing, you will sell more labour hours; gross profit will improve. In due course, so will cashflow and cash reserves.

***Your transition to a business begins by understanding this principle!***