

BUSINESS MAXIMISER

COACHING

SIX COMMON CASH LEAKS

IN YOUR BUSINESS

Where the money goes — and how to stop it.



Cash Flow

is the #1 reason businesses fail

Most owners

lose 15–30% to invisible leaks

Today

we fix that

WHAT WE'RE COVERING TODAY

0:00	Why cash leaks destroy profitable businesses	5 min
0:05	Leak #1 — Pricing that undervalues your work	7 min
0:12	Leak #2 — Scope creep with no charge	7 min
0:19	Leak #3 — Late payments and bad debtors	6 min
0:25	Leak #4 — Unnecessary expenses and waste	6 min
0:31	Leak #5 — Poor team productivity	7 min
0:38	Leak #6 — Quoting and conversion losses	5 min
0:43	Your Cash Leak Action Plan + Q&A	2 min

THE INVISIBLE PROBLEM

Most business owners work hard. The money still disappears.

15–30%

of your revenue
is leaking out
right now

You're not struggling because of sales.

Many owners have solid revenue. The problem is what stays.

Cash flow kills more businesses than bad marketing.

82% of business failures trace back to poor cash flow management.

Leaks compound over time.

A \$2,000/month leak becomes \$24,000 a year — gone.

Today you'll identify exactly where your money is going — and what to do about it.



CASH LEAK #01

Pricing That Undervalues Your Work

Sound familiar?

"You're winning lots of jobs but the bank account doesn't reflect it."

#01 Pricing That Undervalues Your Work



WHY IT HAPPENS

Prices set months ago. Fear of losing the quote. No system to review margins.



THE REAL IMPACT

\$500/week underpriced = \$26,000/year lost. On 10 jobs a week, that's \$260,000.



THE FIX

Audit your 5 most common jobs. Calculate real cost including your time. Add 10% minimum.



YOUR ACTION THIS WEEK

Pick ONE service and reprice it this week.



CASH LEAK #02

Scope Creep With No Charge

Sound familiar?

"Every job ends up bigger than the quote. Clients expect extras for free."

#02

Scope Creep With No Charge



WHY IT HAPPENS

No clear scope of work. Verbal approvals. Reluctance to have uncomfortable money conversations.



THE REAL IMPACT

1 hour extra per day at \$100/hr = \$25,000/year. Most businesses lose far more.



THE FIX

Written scope every time. Variation form for extras. Quote additions before doing them.



YOUR ACTION THIS WEEK

Create a one-page scope template for your most common job type.



CASH LEAK #03

Late Payments and Bad Debtors

Sound familiar?

"You've done the work. The money just isn't in your account."



WHY IT HAPPENS

No deposit upfront. Invoices with 30-day terms. No follow-up system.



THE REAL IMPACT

Money owed is cash not available. Most businesses have 3–8 weeks of revenue outstanding.



THE FIX

Deposits upfront. Invoice same day as completion.
Automated 3-day follow-up. Stop repeat offenders.



YOUR ACTION THIS WEEK

Pull your debtors list this week. Call the top 3 outstanding balances today.



CASH LEAK #04

Unnecessary Expenses and Waste

Sound familiar?

"You're paying for subscriptions, suppliers, and systems you've forgotten about."



WHY IT HAPPENS

Subscriptions auto-renew. No one reviews supplier costs.
Waste goes unnoticed.



THE REAL IMPACT

Average small business wastes \$800–\$2,500/month in expenses that could be cut or renegotiated.



THE FIX

Monthly P&L review. Cancel unused subscriptions.
Requote major suppliers annually.



YOUR ACTION THIS WEEK

Block 30 minutes this week to review every recurring expense line by line.



CASH LEAK #05

Poor Team Productivity

05

Sound familiar?

"Payroll goes out. Output doesn't match what you're paying for."



WHY IT HAPPENS

No clear expectations. No daily check-in or accountability.
Wrong people in wrong roles.



THE REAL IMPACT

20% productivity loss in a \$500K payroll = \$100,000/year in wages not producing results.



THE FIX

Clear KPIs per role. Daily stand-up huddle. Track output, not just hours.



YOUR ACTION THIS WEEK

Set one measurable KPI for your next team meeting.



CASH LEAK #06

Quoting and Conversion Losses

Sound familiar?

"You quote a lot of jobs. Too many come back as a no, or nothing at all."



WHY IT HAPPENS

Quotes sent and forgotten. No follow-up system. Price presented without value context.



THE REAL IMPACT

Improve close rate from 40% to 60% = 50% more revenue from the same marketing spend.



THE FIX

Follow up every quote within 48 hours. Present value before price. Track your win rate.



YOUR ACTION THIS WEEK

Follow up every outstanding quote this week. Aim for a personal call, not just email.

YOUR CASH LEAK AUDIT SUMMARY



LEAK #01

Pricing That Undervalues Your Work

I have this leak

Action taken



LEAK #02

Scope Creep With No Charge

I have this leak

Action taken



LEAK #03

Late Payments and Bad Debtors

I have this leak

Action taken



LEAK #04

Unnecessary Expenses and Waste

I have this leak

Action taken



LEAK #05

Poor Team Productivity

I have this leak

Action taken



LEAK #06

Quoting and Conversion Losses

I have this leak

Action taken

YOUR 7-DAY ACTION PLAN

One action per leak. Start this week.

#01 Pick ONE service and reprice it.

Day 1

#02 Create a written scope template for your top job.

Day 2

#03 Call your top 3 outstanding debtors.

Day 3

#04 Review every recurring expense — cancel what you don't use.

Day 4

#05 Set one measurable KPI for your team.

Day 5

#06 Follow up every outstanding quote with a phone call.

Day 6–7

READY TO STOP THE LEAKS for good?

This is exactly what we work on with every BMC client.

Our coaching programme gives you the tools, accountability,
and strategies to plug every leak — fast.

[BOOK A FREE STRATEGY CALL](#)