

What last month cost — a one-sitting count

Seven numbers, almost all of them already in your records. **Count last month, not this one** — it is finished, so nothing moves while you look at it.

1	Calls nobody answered Your phone system's call report	How many	
2	Enquiries that arrived out of hours Your enquiry inbox and voicemail, in time order	How many	
3	Enquiries nobody replied to Your enquiry inbox — in against out	How many	
4	Appointments that did not happen Your diary, filtered to last month	Did not attend 	Cancelled same day
5	Time that stayed empty Your diary, worked out against line 4	Hours left empty	
6	Plans and proposals nobody came back on Wherever you send plans and proposals from	How many 	What they add up to
7	Invoices past their terms Your accounts system's aged debtor report	How many 	What they add up to

The sum. Line 5 is the hours your diary was open with nobody in it. Multiply it by what an hour is worth to you — your figure, not ours. That is one month.

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