

SAMPLE — Illustrative Example (Not Your Data)

Most business owners have never counted how many opportunities they lose to voicemail, website forms and missed DMs. Pull your call log for the last 7 days and your website lead form count, then fill in the blanks below.

1 Gather Your Weekly Counts

A. Total voicemail events this week (calls that reached voicemail)	<u>12</u>
B. Of those, hang-ups — no message left	<u>5</u>
C. Of those, successful callbacks — you reached that were still interested	<u>4</u>
D. Of those, unsuccessful callbacks --- no callback completed	<u>3</u>
E. Social Media Lead DMs missed this week	<u>2</u>

2 See the Pattern

$B \div A$	=	<u>41.7</u>	%	Hang-up rate
$C \div A$	=	<u>33.3</u>	%	Successful callback rate
$D \div A$	=	<u>25.0</u>	%	Unsuccessful / no-attempt rate

3 Calculate Your Weekly Missed Opportunities

$B + D$	=	<u>8</u>	Voicemail missed opportunities / week
E	=	<u>2</u>	Social Media DMs missed / week
$B + D + E$	Total Missed Opportunities / week (sum of above)	=	<u>10</u>
F	Your New Opportunity Conversion Rate <u>50</u> % Times Total Missed Opportunities	=	<u>5</u>

4 Calculate Revenue at Risk

	Average value of a new opportunity (your estimate)	\$	<u>303.70</u>
F	Net Missed Opportunities × Average Value		

Weekly Potential Missed Opportunity Revenue at Risk

\$ 1,518.50

Annual Potential Revenue at Risk (Weekly × 52)

\$ 78,960

■ If your annual total exceeds \$6,000.00 — watch the free webinar now.

The fix costs far less than what you're losing.

The numbers above are a hypothetical example for illustration only — not real data or an actual client result. This worksheet combines your own numbers with illustrative planning assumptions, not audited research. Not a guarantee of results — actual outcomes vary by business, industry, and execution.

Want help fixing this — not just measuring it?

Watch the free webinar: “Why Reviews, Voicemail & Website Forms Are Killing Your New Opportunities”

Most business owners have never counted how many opportunities they lose to voicemail and slow follow-up. Pull your call log for the last 7 days and your website lead form count, then fill in the blanks below.

1 Gather Your Weekly Numbers

- A. Total voicemail events this week (calls that reached voicemail) _____
- B. Of those, hang-ups — no message left _____
- C. Of those, successful callbacks — you reached them after they left a message _____
- D. Of those, unsuccessful callbacks --- no callback completed _____
- E. Social Media Lead DMs missed this week _____

2 See the Pattern

$$\begin{array}{llll}
 B \div A & = & \underline{\hspace{2cm}} & \% \quad \text{Hang-up rate} \\
 C \div A & = & \underline{\hspace{2cm}} & \% \quad \text{Successful callback rate} \\
 D \div A & = & \underline{\hspace{2cm}} & \% \quad \text{Unsuccessful / no-attempt rate}
 \end{array}$$

3 Calculate Your Weekly Missed Opportunities

$$\begin{array}{llll}
 B + D & = & \underline{\hspace{2cm}} & \text{Voicemail missed opportunities / week} \\
 E & = & \underline{\hspace{2cm}} & \text{Social Media DMs missed / week}
 \end{array}$$

$$B + D + E \quad \text{Total Missed Opportunities / week (sum of above)} = \underline{\hspace{2cm}}$$

$$F \quad \text{Your New Opportunity Conversion Rate } \underline{\hspace{1cm}} \% \text{ Times Total Missed Opportunities} = \underline{\hspace{2cm}}$$

4 Calculate Revenue at Risk

$$\text{Average value of a new opportunity (your estimate)} \quad \$ \underline{\hspace{2cm}}$$

$$H = \text{Total Missed Opportunities} \times \text{Average Value}$$

Weekly Potential Missed Opportunity Revenue at Risk

$$\$ \underline{\hspace{2cm}}$$

Annual Potential Revenue at Risk (Weekly $\times$ 52)

$$\$ \underline{\hspace{2cm}}$$

■ If your estimated annual missed-opportunity revenue exceeds \$6,000, you should immediately watch “Why Reviews, Voicemail and Website Forms are Killing Your New Opportunities” free on-demand webinar and learn how to fix your responsiveness gaps.

This worksheet combines your own numbers with illustrative planning assumptions, not audited research. Not a guarantee of results — actual outcomes vary by business, industry, and execution.

Want help fixing this — not just measuring it?

Watch the free webinar: “Why Reviews, Voicemail & Website Forms Are Killing Your New Opportunities”

<https://digitalworkforce360.com/webinar>