

20-MINUTE COMMERCIAL DIAGNOSTIC

Find the revenue leaks hiding in your customer journey.

Seven focused checks for service businesses. Score the system, identify the highest-value gap and leave with one clear next action.

WHAT THIS GUIDE REVIEWS

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|----------------------------|------------------------|
| 01 Offer clarity and trust | 02 Website conversion |
| 03 Enquiry capture | 04 Response speed |
| 05 Follow-up discipline | 06 Pipeline visibility |
| 07 Automation readiness | |

Score the commercial system.

CHECK 01 / OFFER CLARITY

Can the right customer understand what you do, who it is for and why it matters within ten seconds?

ACTION Rewrite the first screen around one customer, one costly problem and one concrete outcome.

SCORE 0 1 2

CHECK 02 / PROOF BEFORE PRESSURE

Does credible evidence appear before the visitor is asked to enquire or buy?

ACTION Place relevant case evidence, process detail or founder credibility beside the first major decision point.

SCORE 0 1 2

CHECK 03 / MOBILE CONVERSION

Can a high-intent visitor understand the offer and complete the next step comfortably on a phone?

ACTION Remove unnecessary fields, shorten copy blocks and test every tap target on a real device.

SCORE 0 1 2

CHECK 04 / RESPONSE SPEED

Does every enquiry receive an immediate, useful acknowledgement with a clear expectation?

ACTION Send an instant confirmation that explains what happens next and when a human will respond.

SCORE 0 1 2

Score the commercial system.

CHECK 09 / OWNERSHIP AND FOLLOW-UP

Is one person or system accountable for every next action until an opportunity is closed?

ACTION Assign an owner, next-action date and follow-up sequence at the moment the lead enters the pipeline.

SCORE 0 1 2

CHECK 10 / PIPELINE VISIBILITY

Can you see how many opportunities exist, where they stall and why they are lost?

ACTION Use consistent stages and require a reason whenever an opportunity is closed or delayed.

SCORE 0 1 2

CHECK 11 / AUTOMATION READINESS

Are repetitive tasks automated while judgement, trust and sensitive communication remain human?

ACTION Automate routing, reminders and preparation first. Keep negotiation and nuanced decisions human-led.

SCORE 0 1 2

Turn diagnosis into one clear move.

HIGHEST-COST LEAK

Which gap is most likely to be costing enquiries, time or customer confidence?

THE EVIDENCE

What did you observe that makes this a real problem rather than an assumption?

THE NEXT ACTION

What specific change can be completed in the next seven days?

THE OWNER

Who is accountable, and when will the result be reviewed?

YOUR NEXT STEP

Clarity before more build cost.

If the guide exposed several connected leaks, the £297 Acquisition Works Audit turns them into an evidence-backed, prioritised implementation roadmap.

THE ACQUISITION WORKS AUDIT

Website conversion. Positioning and trust. Lead capture. CRM and follow-up. Measurement. Opportunity roadmap.

theacquisitionworks.com

£297 / FIVE WORKING DAYS / NO BUILD COMMITMENT