

A clearer basis for the next growth decision

A focused review of demand, response, booking, capacity and contribution.

Who it is for

Owners and executive teams of established HVAC, plumbing and electrical businesses with a specific growth decision, usable inquiry and job records, and a sponsor able to act. Typical questions concern investment, booking performance, delivery capacity or a location that is underperforming.

Standard scope

One business question, one brand and one service line across up to two locations. Review up to three agreed systems and 90 days of detailed records, with existing monthly summaries for seasonal context. Broader work receives a separate scope and quote.

Five deliverables

1. Baseline and metric-definition register, including coverage and limitations.
2. Map of the material customer and team handoffs.
3. Ranked constraint assessment separating evidence from hypotheses.
4. Prioritized 90-day action plan with owners, measures and review points.
5. Executive findings presentation and a 90-minute readout.

Fee and payment

US\$7,500 fixed fee for the standard scope. US\$3,750 reserves the engagement; US\$3,750 is invoiced at the executive readout and due within seven calendar days. Remote delivery, with no recurring commitment. Applicable taxes are stated separately; travel requires a separate written agreement.

Start the conversation

Send the business question, service line, locations and decision deadline to corne@soaringdemand.com, or request a 30-minute conversation at cornenieuwoudt.com/meet. Meeting requests are subject to Corne's confirmation.

Three working weeks, with clear checkpoints

The delivery clock starts when agreed data, participants and initial payment are available.

Week 1: establish the baseline

Confirm the decision, definitions, period and access at a 60-minute kickoff. Review data readiness within two working days of receiving inputs. Interview the relevant owners and reconcile the available reporting populations. Document gaps before treating reports as comparable.

Week 2: trace and evaluate

Trace up to 50 selected opportunities through the agreed handoffs. Examine source, response, booking, delivery and job economics where evidence permits. This selected sample investigates mechanisms; it does not estimate business-wide failure rates. Review working conclusions at a 30-minute interim check-in.

Week 3: prioritize and present

Rank no more than five priority actions by evidence, expected mechanism, feasibility and dependency. Deliver the PDF report and presentation, editable metric register and action plan, followed by the executive readout. A proposed 90-day sequence identifies the role accountable for each action.

Participation included

Up to six 30-minute stakeholder interviews, in addition to kickoff, interim check-in and readout. Include one consolidated factual correction and clarification cycle requested within five working days of the readout and returned within five working days.

Completion standard

The five outputs address the agreed question and disclose material limitations. Leadership can distinguish findings from hypotheses and select a next action. The diagnostic does not guarantee growth; implementation is a separate engagement.

Inputs and working boundaries

A narrow question and usable evidence make the diagnostic valuable.

Typical inputs

Authorized inquiry and opportunity exports with identifiers and event dates; booking, sold and completed-job outcomes; loss reasons; campaign spend and source definitions; serviceable capacity; net job revenue and agreed direct-cost inputs. Retain sufficient history to understand the sales cycle and maturity of the selected cohorts.

Client responsibilities

An executive sponsor resolves priorities. An operating lead explains booking and delivery. A data owner supplies exports and definitions. Finance agrees the revenue and cost perimeter. Provide the agreed materials before kickoff and make the relevant participants available.

If the evidence is incomplete

Record missing data and the conclusions it prevents. Resolve material gaps with the sponsor; pause or revise timing and scope in writing when necessary. Do not convert unavailable evidence into a confident estimate. Additional brands, locations, service lines, systems or questions require a separate quote.

Excluded from the standard fee

Campaign operation, CRM rebuilds, platform migration, custom integrations, ongoing reporting, implementation, operational staffing, financial assurance and legal or tax advice. Production-system changes, raw call recordings and customer contact require a separately agreed need and authorization.

Engagement confirmation

Confirm the scope, client participants, dates and applicable services agreement before work begins. A proposal remains valid for 30 days from issue. Share only the minimum information needed for the initial conversation; detailed customer records belong in the agreed engagement process.