

# Lesson 6: Turning Numbers Into Decisions

You've seen the numbers — now what?

## Three Truths This Data Shows

### **1. Under-utilization = Lost Revenue**

If you pay for 40 hours but only bill 20, you have 20 hours of cost with no revenue. This silently eats profit.

### **2. Mis-priced Work = Margin Erosion**

If your rate doesn't cover cost/hr + overhead/hr + margin, you lose money even at 100% utilization.

### **3. Hiring Doesn't Solve a Broken Model**

Adding people to a money-losing model only scales losses.

## Owner Playbook: What to Do Next

Low Utilization → Improve scheduling, enforce time tracking, rebalance workload, or reduce hours

Low Rate → Raise prices, roll out gradually

Overhead Drag → Trim non-billable spend, automate admin

Scope Creep → Trigger change order, re-quote

Booked Out but Still Broke → Raise rates + enforce scope before hiring

## Ready to Fix It?

You don't have to figure this out alone. We help owners turn data into decisions — setting the right prices, getting teams fully utilized, and protecting profit so you can actually pay yourself.

■ **Book a consult:** [jnbservice.com/contact](https://jnbservice.com/contact)

■ **Email:** [info@jnbservice.com](mailto:info@jnbservice.com)

■ **Schedule a call:** (insert calendar link)