

# THE DEMAND COLLAPSE REPORT: MODE 4 FAILURE

# INTENDED CHOICE, NO ACTION

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Finding 3: You average test f... what are... est: 2.7... associated largest. Its teachers... dsap... fact to save much apok.

They chose you. Then nothing happens

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**YEAR 2** You're quickly aesasted a 50-40% sbtse rate as normal the cat: at your average parrea ltrere \$200k+ per year in desis you touched, teutl, and remoid.

between 'the customer says yes' 'the contract is signed'?

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- Find out where intent is dying — Take the 10-Minute Profit Look Diag
- Want us to protect your pipeline — Book a call with Rebe

Mode 4 doesn't look like a crisis. It looks like a slow Tuesday. That's why it goes undiagnosed longer than any other failure mode.

# THE LIE

~~“They were never serious.”~~



~~“We need a better CRM.”~~



~~“We just need to follow up faster.”~~



# THE TRUTH

They were serious enough to request a quote, review it, and tell you yes. Then your system failed to protect that decision. They didn't lose interest. You lost control.

Your CRM tracks what already happened. It doesn't protect what's about to happen. A reminder to 'follow up in 3 days' is an autopsy tool, not a defibrillator.

Speed helps. But speed without sequence is just harassment. Calling 20 minutes later with 'just checking in' doesn't protect intent — it annoys people. You need a system that intervenes with value, not volume.

# THE MATH

**361**

of 2,400 businesses diagnosed with this failure mode / 15% of businesses. The rarest failure mode — and the most painful.

**\$135,410**

average annual revenue leaked per business.

**\$48.9M**

total profit leaks found /  
Range: \$50K - \$295K per business.



This is money that was **ALREADY YOURS**. The buyer decided. The deal was done in their mind. Then your process — or lack of one — killed it. This isn't a sales problem. It's a fumble on the 1-yard line.

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# THE SYMPTOM

“They said ‘we’re going with you guys’ on Tuesday. By Friday, they’d hired someone else. Nobody on your team called between.”

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“The estimate was approved. The customer said ‘let’s do it.’ Your office called to schedule three days later. The customer said they’d already found someone who could start tomorrow.”

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“You sent the proposal at 2pm. The customer opened it at 2:04pm. You followed up at 9am the next morning. By then they’d talked to their neighbor, Googled two more companies, and gone cold.”

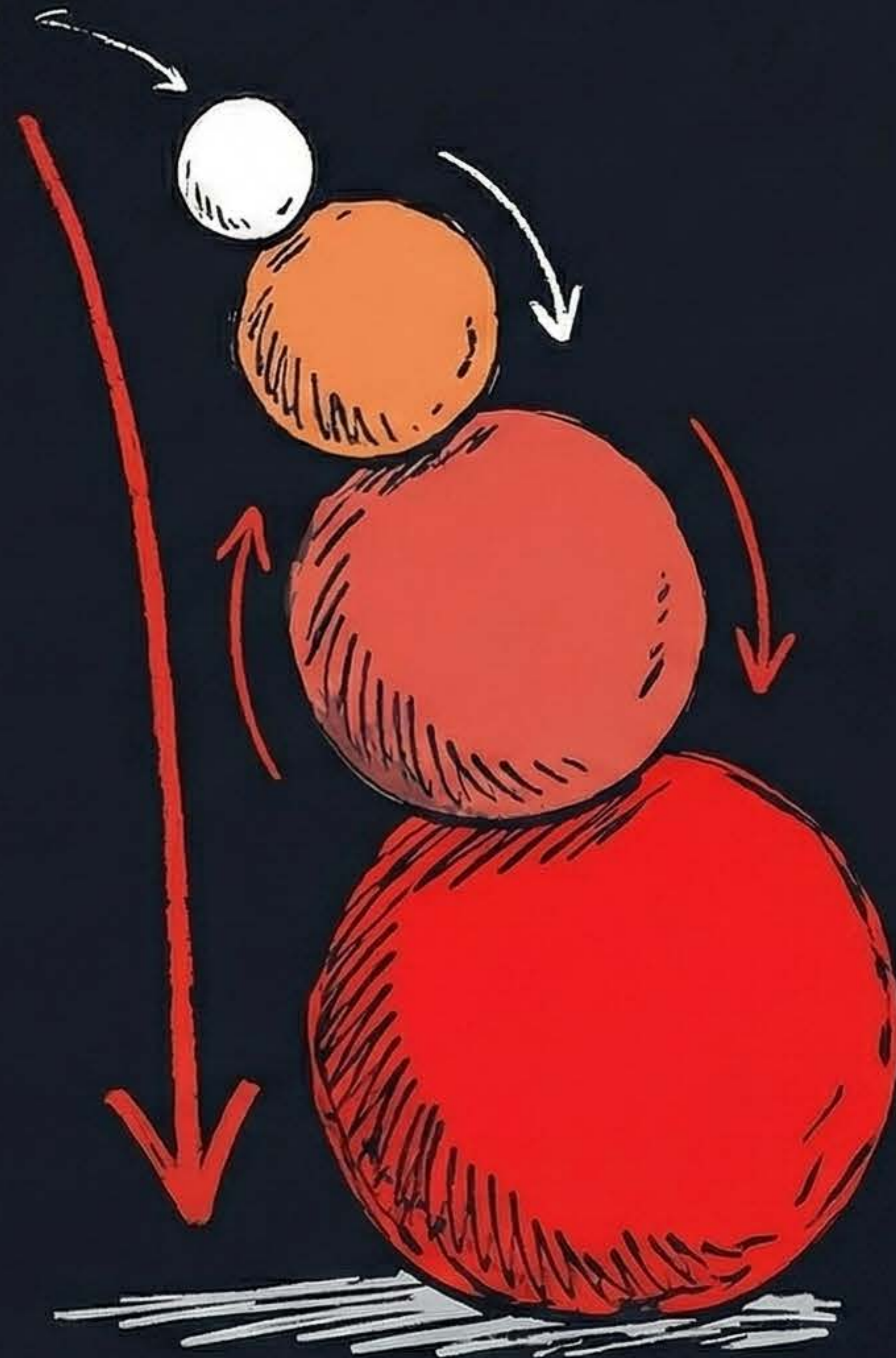
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“Your close rate used to be 45%. Now it’s 28%. Nothing changed — not your price, your pitch, or your team. The market just got faster. And your follow-up didn’t.”

Sound familiar?



# THE COMPOUND



## MONTH 1-3

You lose a few deals you should have won. Annoying but not alarming. You blame the customer. "They weren't serious." They were.

## MONTH 4-6

Your pipeline looks full but your revenue is flat. Leads in. Quotes out. Nothing closing. The team starts questioning the product, the pricing, the market. It's none of those things. It's the gap.

## MONTH 6-12

Your best salespeople stop trusting the process. They start discounting preemptively. Now you have a Mode 3 problem stacked on top of a Mode 4 problem. Two leaks. Double the damage.

## YEAR 2

You've quietly accepted a 25-30% close rate as normal. It's not. At your average ticket, that's \$200K+ per year in deals you touched, won, and fumbled.

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# YOU ARE HERE

GATE 1  
NOT SEEN

GATE 2  
NOT TRUSTED

GATE 3  
STILL COMPARED

GATE 4  
NO ACTION

YOU ARE  
HERE

**Your revenue dies at one of these gates. Not all four. Not two. Just one. And you've never been told which.**

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# THE PATTERN

## Categories:

Roofing, Pest Control,  
Plumbing, Landscaping,  
Electrical,  
Windows/Doors,  
HVAC, Cleaning

### FINDING 1:

Mode 4 businesses typically have the BEST close rates in their market — when they're in the room. The problem is everything that happens after they leave the room.

### FINDING 2:

The average time between 'verbal yes' and lost deal: 3.7 days. That's 88 hours of unprotected intent. No touchpoint. No sequence. Just silence and hope.



FINDING 3: 67% of Mode 4 businesses have no defined process between 'estimate delivered' and 'contract signed.' They rely on the customer to take the next step. The customer doesn't.

FINDING 4: The competitor who wins these deals isn't better. They're just present during the gap. They texted Tuesday night. They called Wednesday morning. They had a crew available Thursday. While you were 'giving them space.'

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# THE QUESTION + CTA

**What happens in your business between 'the customer says yes' and 'the contract is signed'?**

If your answer is 'we follow up' — you don't have a system. You have a hope strategy.

- Find out where intent is dying — Take the 10-Minute Profit Leak Diagnosis
- Want us to protect your pipeline — Book a call with Robbie