

# The 12 Profitable Days of Christmas Action Tracker

- 🎄 Day 1 – A Profitable Year Finally!
  - 💡 Focus: Review your numbers.
  - 🕒 Action: Compare this year’s P&L to last year. Celebrate one win, and note one area for improvement.
- 🎄 Day 2 – Two Techs Upselling
  - 💡 Focus: Raise average ticket value.
  - 🕒 Action: Train your team to offer 3 pricing options – good, better, best – on every call.
- 🎄 Day 3 – Three Booked Weeks
  - 💡 Focus: Fill your schedule.
  - 🕒 Action: Pre-book maintenance calls and follow-ups for January/February.
- 🎄 Day 4 – Four Five-Star Reviews
  - 💡 Focus: Boost reputation.
  - 🕒 Action: Ask 4 happy customers to leave reviews this week.
- 🎄 Day 5 – FIVE GOLDEN LEADS!
  - 💡 Focus: Follow-up & conversion.
  - 🕒 Action: Revisit open estimates in your CRM. Call and close before year-end.
- 🎄 Day 6 – Six Maintenance Plans Sold
  - 💡 Focus: Recurring revenue.
  - 🕒 Action: Promote maintenance plans with a “holiday special.”
- 🎄 Day 7 – Seven Calls Converting
  - 💡 Focus: Call performance.
  - 🕒 Action: Review 2–3 recorded calls and coach on tone, clarity, and confidence.
- 🎄 Day 8 – Eight Trucks a-Rolling
  - 💡 Focus: Efficiency.
  - 🕒 Action: Analyze routes – can you reduce travel time or combine stops?
- 🎄 Day 9 – Nine Leads Returning
  - 💡 Focus: Reactivate old customers.
  - 🕒 Action: Send a “We Miss You” email or text to inactive clients.
- 🎄 Day 10 – Ten Techs High-Fiving
  - 💡 Focus: Team culture.
  - 🕒 Action: Hold a quick meeting to share wins and celebrate year-end success.
- 🎄 Day 11 – Eleven Costs Reducing
  - 💡 Focus: Expense control.
  - 🕒 Action: Review and cut unneeded subscriptions or supplier costs.
- 🎄 Day 12 – Twelve Profits Leaping!
  - 💡 Focus: Profit First wrap-up.
  - 🕒 Action: Make one final allocation and take your year-end owner’s bonus!

