

THE \$209.45 PHONE CALL

A multi-location dealer was paying \$209.45 for every inbound call. The spend was not the problem. The system connecting intent to a booked appointment was.

\$209.45COST PER INBOUND CALL,
BEFORE**\$16.26**

COST PER INBOUND CALL, AFTER

92PERCENT REDUCTION IN COST
PER CALL**288 to 507**

MONTHLY INBOUND CALLS

THE SITUATION

Manufactured Housing Consultants acquired customers through paid media across multiple locations. Spend was flowing and activity looked healthy, but by the time each inbound call rang it had cost \$209.45.

THE CONSTRAINT

The funnel was optimized to the wrong event. Budget was judged on leads while the business ran on calls and appointments with sales consultants, and the path from click to call leaked at stages the averages hid.

THE WORK | FIND. OWN. EXECUTE.

1 Find

Traced cost from click to call to appointment, by location, and found where the path leaked and which events the budget was actually chasing.

2 Own

One number for the whole path: cost per inbound call. One owner accountable for targeting, account structure, conversion, and measurement together.

3 Execute

Rebuilt targeting, account architecture, and conversion paths around buyer intent. Proved it by location. Left a measurement system the team runs without me.

THE RESULT

Cost per inbound call fell from \$209.45 to \$16.26, a 92 percent reduction, while monthly calls grew from 288 to 507 and market saturation moved from about 42 percent to about 98 percent. Same business, same markets. The measurement system stayed: MHC sees cost per call by location without me in the room.

WHAT THIS MEANS FOR YOUR COMPANY

Unit economics rarely break because of spend alone. They break where no one owns the whole path from intent to revenue, so each team optimizes its own number. Find the constraint, put one owner on it, and execute until it moves. The same discipline applies whether the constraint sits in marketing, sales, operations, finance, or people.

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