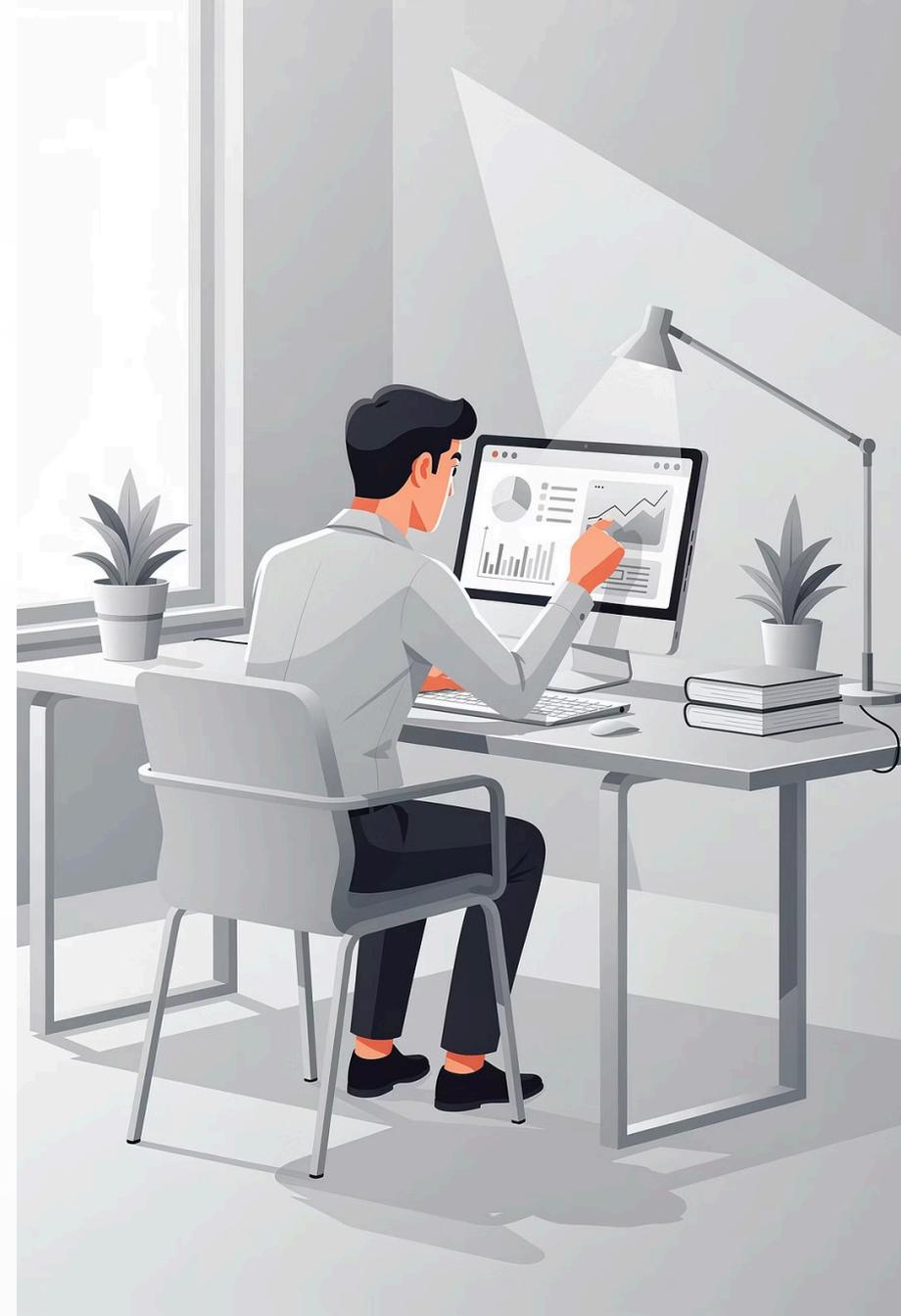


The Week 3 SME Reset

Seven practical habits to stabilise cash flow, pipeline, and delivery—starting this week.
No theory. Just repeatable systems that work.



⚠ REALITY CHECK

Why Week 3 Is Where SMEs Lose Momentum

Week 3 is the danger zone. The initial enthusiasm fades, and old habits creep back in. You're chasing invoices, reacting to fires, forgetting critical follow-ups, and crossing your fingers that cash somehow sorts itself out.

Here's the truth: **stability doesn't come from motivation**. Motivation fades. Systems don't.

The businesses that survive and scale aren't the ones with the most willpower—they're the ones with the most reliable routines. This deck gives you those routines.

The Pattern

- Week 1: Energized start
- Week 2: Still pushing
- Week 3: Old chaos returns

YOUR WEEKLY RHYTHM

The Tool: Three Non-Negotiable Blocks

Forget complicated productivity systems. You need exactly three time blocks each week. Everything else is optional noise.



Monday CEO Reset

30 minutes

Review your numbers, set your focus, and decide what matters most this week. No guessing, no hoping—just clarity.



Daily Follow-Up

30 minutes

Touch every active opportunity before 10:00 AM. Consistent contact converts more deals than clever pitches ever will.



Friday 3 Numbers

10 minutes

Track what moved, what didn't, and pick one thing to improve next week. Small tweaks compound into serious growth.

That's 70 minutes per week that will stabilize your entire operation. The question isn't whether you have time—it's whether you're willing to protect it.

Monday CEO Reset Worksheet

Run this every Monday morning before anything else. Screenshot it. Fill it in. Make it non-negotiable.



Cash Reality Check

- Cash in bank: R _____
- Invoices owed to you (next 7 days): R _____
- Bills you must pay (next 7 days): R _____
- Pipeline expected (next 14 days): R _____

This Week's ONE Focus

"If we only fix ONE thing this week, it's:

_____"

Write it down. Everything else is secondary.

📌 This single habit—tracking real numbers and choosing one priority—prevents more business failures than any marketing strategy ever could.

Pipeline Snapshot: Your Daily Scoreboard

You can't manage what you don't measure. This simple table becomes your daily scoreboard—update it every morning and you'll never lose track of opportunities again.

Stage	Monday	Wednesday	Friday	Target
New leads this week	----	----	----	10+
Quotes sent	----	----	----	5+
Follow-ups due today	----	----	----	10
Deals to close this week	----	----	----	2+

Track these four numbers religiously. When you see patterns—like quotes sent but no follow-ups—you know exactly where the leak is.

80%

Lost deals

happen because of poor follow-up, not poor offers

DAILY DISCIPLINE

The "10 Before 10:00" Rule

Every workday, before 10:00 AM, make ten meaningful touches with active opportunities. Not busywork. Not social media scrolling. Actual follow-up that moves deals forward.

01

Follow up last 5 quotes you sent

Even if you sent them yesterday.
Especially if you sent them last week.

02

Follow up last 3 new enquiries

Speed matters. The first business to respond usually wins the deal.

03

Follow up 2 "next week" people

Those who said "maybe later" or "call me next week"—call them next week.

- ❏ **Why before 10:00?** Because once the day starts pulling you in different directions, follow-ups never happen. Protect this time like your revenue depends on it—because it does.



TEMPLATE #3

Follow-Up Scripts You Can Copy Right Now

Stop overthinking your messages. These templates work because they're friendly, professional, and make it easy for the client to say yes.

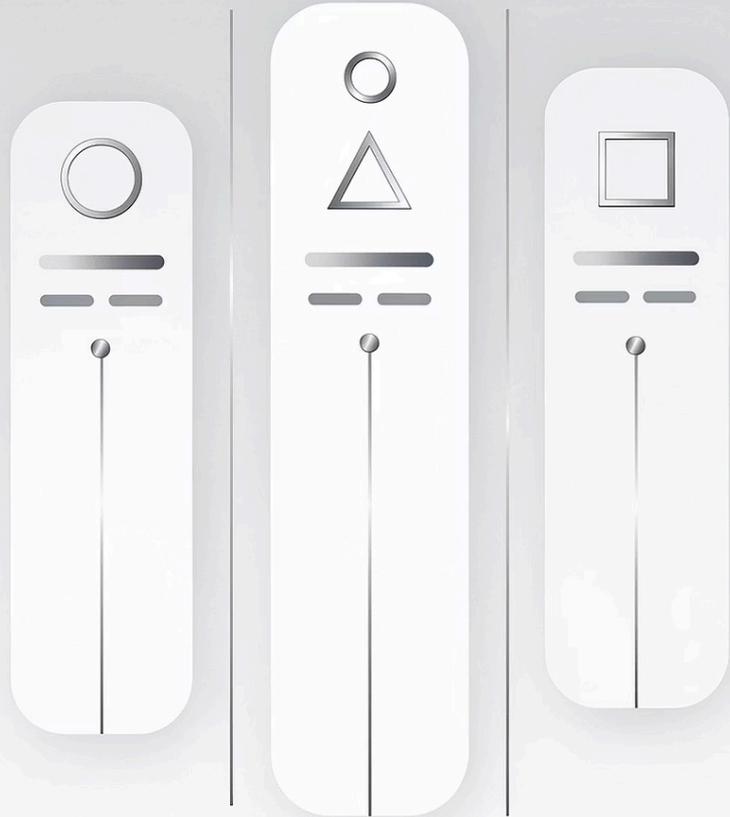
WhatsApp: Quote Follow-Up

"Hey [Name]

SPEED WINS

Same-Day Quotes: The 3- Package Structure

Stop rewriting quotes from scratch every single time. Build a simple three-tier structure once, then customize the details for each client. Speed beats perfection when you're competing for deals.



Basic

Minimum viable solution. Gets the job done. Perfect for price-conscious clients.



Standard

Your most popular option. Best balance of value and results. This is where most clients land.



Premium

Fastest delivery, highest value, best results. For clients who want the best and need it now.

Every package must include: Clear scope, realistic timeline, transparent pricing, and the exact next step to move forward. Remove guesswork. Make it easy to choose.

Cashflow Protection: Set Your Terms Once

Chasing payments is exhausting. Prevent it by setting clear, professional terms from day one—then stick to them consistently with every client.

Choose Your Standard Terms

Deposit Required

____% upfront (recommended: 30–50%)

Balance Due

Select one:

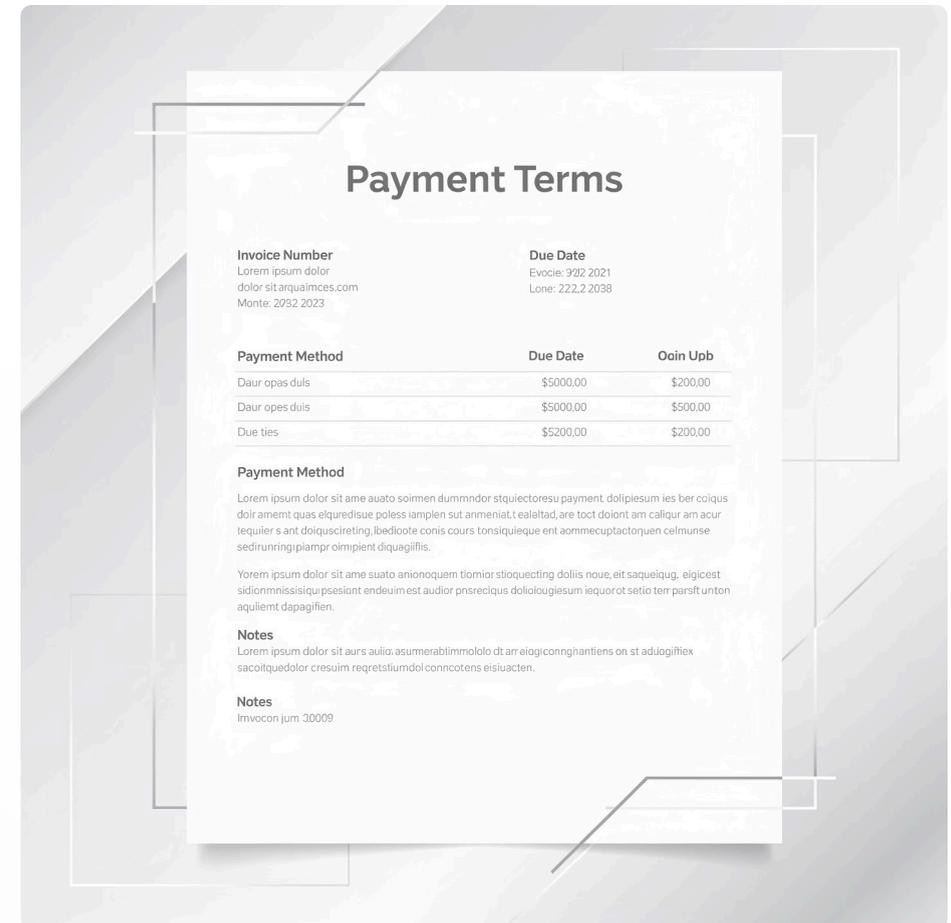
- Before delivery begins
- At project milestone
- On completion

Late Payment Process

Friendly follow-up on Day 1, Day 3, and Day 7. Professional, calm, consistent.

Work Starts When

Deposit clears **and** all required information is received. No exceptions.



Make these terms visible on every quote, every invoice, and every agreement. When expectations are clear upfront, awkward conversations disappear.

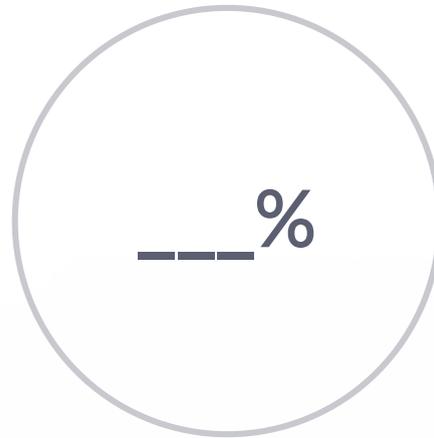
Friday "3 Numbers" Tracker

Every Friday, spend 10 minutes reviewing three critical metrics. Track trends, spot problems early, and make one small improvement for next week.



Leads

How many new opportunities came in this week?



Conversion Rate

Quotes won divided by quotes sent



Cash Collected

Actual money received (not just invoiced)

Next Week's Tweak

"To improve one of these numbers, we will:

_____"

Pick **one** small improvement. Not three. Not five. One. Compound those tiny upgrades over 12 weeks and you'll transform your entire operation.

One System Improvement Per Week

You don't need a complete digital transformation. You need one small friction point fixed every single week. Tiny automations compound into massive efficiency gains.

1

Week 1: Lead Capture

Connect your contact form directly to your CRM. Stop losing leads in email chaos.

2

Week 2: Quote Follow-Up

Set automatic reminders to follow up quotes on Day 2, Day 5, and Day 7.

3

Week 3: Payment Triggers

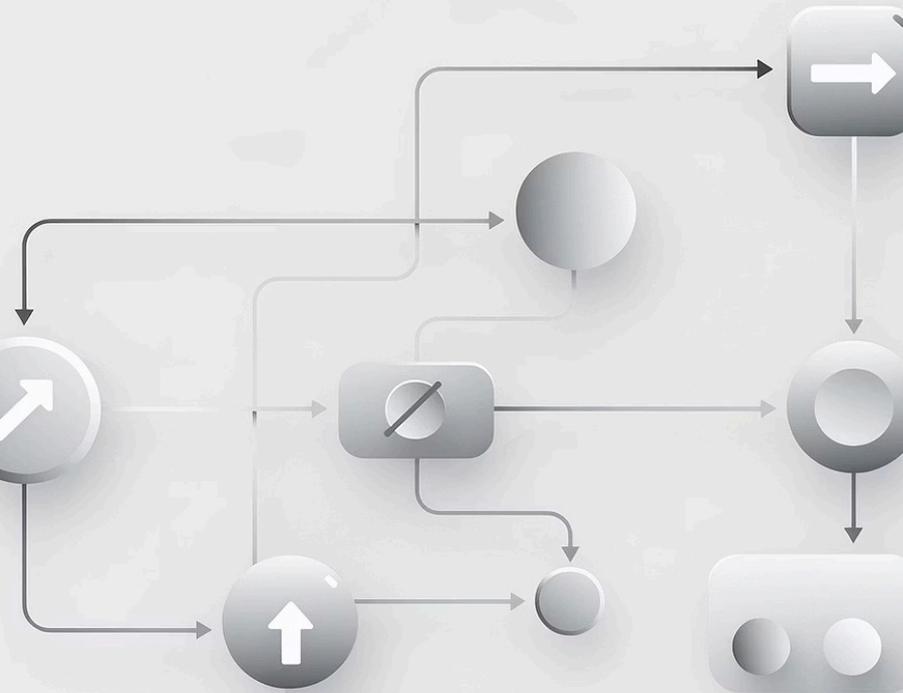
When deposit clears, send automatic onboarding message with next steps.

4

Week 4: Review Requests

Job complete? Trigger a friendly review request 24 hours later.

Each improvement saves you 30-60 minutes per week. Stack four of them and you've bought back half a workday—every single week.





Your 7-Day Challenge Starts Monday

Monday

Run your CEO Reset worksheet

Daily

Complete 10 follow-ups before 10:00 AM

Friday

Track your 3 Numbers and set next week's tweak

That's it. Three simple commitments. Seven days. Real stability.

Want Hyperloop to implement this with you?

We'll set up your CRM, build your automations, create your dashboards, and make these systems run on autopilot.

Message us: 061 587 4244