

FOR NZ MANUFACTURERS · \$500K–\$5M

The 7 Profit Leaks Draining Kiwi Factories

You can be busier than ever and still flat on profit. The money isn't vanishing — it's leaking. This guide names all seven leaks, what each one costs, and the 60-second check to find yours before the live masterclass.

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FACTORIES BUILT

200t

A DAY, 62 STAFF

#1

NZ BEST WORKPLACE

137

REVIEWS · 5.0★

Bernard Powell built and ran factories — the flagship, Premier Group, ran 200 tonnes a day — before he ever coached anyone. AME Global Lean recognised. Author of *Why Sales = Survival*.

Read it once. Score yourself. Bring your number on the night.

Each leak below has the same four parts: the way it actually sounds on the floor, what it really costs you, a **60-second self-check**, and the system that plugs it. Leaks **1–4** are named in full. Leaks **5, 6 and 7** — the ones most owners never spot — we reveal and plug live on **15 July, 7:00pm NZT**.

THE FRAME

These seven leaks are why a factory can be turning over more than ever and still bleed profit. The Rapid Reset Program installs the 13 systems that plug all seven — one plank a week. The masterclass plugs **one** of them live, free.

AS YOU READ, MARK EACH LEAK

● **Sorted** · ● **Patchy** · ● **This is me** — the reddest one is where your money is going.

The Owner Bottleneck

"Every decision waits for me. First one in, last one out — and the line stops the day I step off it."

COSTS YOU: A BUSINESS YOU CAN NEVER LEAVE

WHAT IT REALLY COSTS

Your capacity is capped at **your** hours. You can't take a real holiday, can't get sick, can't scale — because the moment you step off the floor, quoting, approvals and standards stall. This isn't a staff problem. It's an owner-dependence problem.

THE 60-SECOND SELF-CHECK

If you left the factory for two weeks with bad cell service — what breaks first?

OES + LGS

The fix: Operational Excellence + Leadership Genius — the systems that move you from "the only adult in the building" to a team of 3–5 who hold a problem and sort it.

The Cash Blind Spot

"Revenue's up, profit's flat — and I don't actually know my true cost per unit."

COSTS YOU: 4 MONTHS A YEAR CASH-NEGATIVE

WHAT IT REALLY COSTS

When you price off gut and bank balance, margin bleeds where you can't see it. \$200K of materials on the floor, \$180K in unpaid invoices, and a quarter of the year cash-flow negative — while the top line looks healthy.

THE 60-SECOND SELF-CHECK

What does it cost you to make one unit — exactly? If you paused before answering, this is your leak.

FMS

The fix: Financial Mastery — pricing from data not guesswork, and a 15-minute Friday cash check so the numbers never surprise you again. *(We install this one live, free, on the masterclass.)*

Quote-and-Hope Selling

"Quotes go out and they say yes or they ghost. I'm a maker, not a salesman."

3

COSTS YOU: THE GOOD JOBS, TO CHEAPER SHOPS

WHAT IT REALLY COSTS

With no real sales process, the quote does all the talking — so you compete on price and lose the jobs worth winning. Good work walks out the door to whoever was cheapest that week.

THE 60-SECOND SELF-CHECK

Of every 10 quotes you send, how many turn into jobs — and do you know why the other 6 said no?

sss

The fix: Sales Success (from *Why Sales = Survival*) — a simple process a maker can run, that gets buyers asking if you'll take them on. Target: 60%+ quote conversion.

The Staff Leak

"My best machinist gets an offer across the Tasman. The ad's been up six months. A bad hire costs me \$15K–\$30K to find out."

4

COSTS YOU: \$15K–\$30K PER BAD HIRE

WHAT IT REALLY COSTS

Every departure takes knowledge, productivity, and weeks of your time on drama and re-hiring. And a bad hire isn't free — it's \$15K–\$30K to find out you got it wrong, plus the hole while the seat's empty.

THE 60-SECOND SELF-CHECK

Which one person leaving would you lose sleep over — and what happens to the floor if they do?

RSS + PCS + GYB

The fix: Recruitment, People & Culture, and Gamify Your Business — the systems behind a 98%-engagement culture where good people stay because they want to.

The three most owners **never** spot

These are the quiet ones — the leaks owners write off as "just normal," blame on the market, or never connect to profit at all. We name all three and plug one **live on the masterclass**.

05 · IMPROVEMENTS THAT DON'T STICK

"We ran a kaizen project two years ago. It died. The same problems show up every month." The same waste, rework and downtime — forever. Plugged by: TDI (2-Second Lean) + OES.

06 · THE PRICE-SHOPPER TRAP

"I get crap leads from price-shoppers, and my best work goes to the three customers who beat me up on margin." Margin erosion plus dangerous customer concentration. Plugged by: MMS (Marketing Magic).

07 · THE OWNER BURNOUT TAX

"By Wednesday I'm on coffee and adrenaline. By Friday I'm useless to my family." Bad decisions made tired — the tax lands on your health and your home. Plugged by: TMM (the Golden Hour) + HPHS.

FREE LIVE MASTERCLASS

See all 7 plugged live — and fix one on the call.

In 90 minutes, Bernard walks every leak, you score your own factory, and you install the 15-Minute Friday Cash Check live — a real quick win you run this Friday. No working more hours.

Save your free seat → 15 July · 7:00pm NZT

500+ NZ owners helped · 137 Google reviews, 5.0★ · AME Global Lean recognition

Premier Business Academy · Bernard Powell · Free educational guide — results vary by business.