



SAVAGE STRATEGY

# The Profit Lever Checklist 2026

*A practical tool for business owners who want more money  
without working harder*



# The Only Three Ways to Increase Gross Profit



Before we get into the checklist, here is something most business owners never get told clearly:

There are only three ways to increase your gross profit.

1. **Raise your prices**
2. **Improve your efficiency** (do more with what you have)
3. **Buy better** (reduce your cost of goods)

Everything else is noise. This checklist works through each one — plus the cash levers that quietly drain profit even when your margins look okay.



## Section I

# Pricing

Check all items that apply.

Do you know your gross profit margin by product, service, or job type?

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When did you last increase your prices?

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Are you discounting without a clear reason or policy?

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Do your quotes and invoices reflect the full value you deliver?

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Are there customers or jobs you are undercharging out of habit or fear?

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Do you have a minimum margin threshold before you accept work?



## Section II

# Efficiency

*(Do More With What YOU Have)*

**Check all items that apply.**

- Do you know your cost per hour or cost per job?

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- Are there tasks your team repeats that could be templated or systemised?

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- Is rework, waste, or errors quietly eating your margins?

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- Are your people in the right roles doing the right work?

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- Is owner time being spent on low-value tasks that someone else should own?

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- Do jobs or projects finish on time and on budget more often than not?

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- Do you have a way to measure team output and productivity?



## Section III

# Buying Better

**Check all items that apply.**

- When did you last review your supplier pricing or terms?

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- Are you getting volume discounts you are entitled to?

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- Do you have more than one supplier quote for key inputs?

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- Are materials, stock, or inputs being over-ordered or wasted?

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- Are you carrying too much inventory that ties up cash?

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- Could you negotiate better payment terms with suppliers?



## Section IV

# Accounts Receivable

*(Cash You Are Owed)*

### Check all items that apply.

- Do you know exactly how much is owed to you right now and how old it is?

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- Do you have a consistent invoicing process — same day, every time?

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- Are your payment terms clear on every invoice?

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- Do you follow up overdue invoices within 24 hours of the due date?

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- Are there customers who regularly pay late that you have never challenged?

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- Could you offer a small early payment incentive to speed up cash flow?

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- Have you written off debts that should have been chased?



## Section V

# Accounts Payable

*(Cash You Owe)*

### Check all items that apply.

- Are you paying invoices earlier than you need to?

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- Do you know which suppliers offer terms you are not using?

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- Are you matching your payables timing to your receivables cycle?

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- Are there subscriptions, services, or costs you are paying for but not using?

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- Do you review your overheads at least once a quarter?



# Team and Labour Cost

**Check all items that apply.**

Is your wage cost as a percentage of revenue trending in the right direction?

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Are your best people doing your most profitable work?

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Do you have clarity on which roles drive revenue versus which ones just add cost?

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Is overtime being managed or is it just accepted as normal?

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Do your team understand how their work affects the numbers?



Your Score

# Count your ticks

- 35–40** Strong foundations. Look for the edges.
  - 25–34** Good bones. Pick your top five and act now.
  - 15–24** Real opportunity here. Prioritise cash and margin first.
  - Under 15** Do not wait. Get help and get moving.
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## What next?

If this checklist has raised more questions than answers — that is a good sign.

Most business owners find two or three levers in here that, if pulled, would put significant money back in the business within 90 days.

If you want to work through this with someone who has been in the room with hundreds of businesses just like yours — let's talk.

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**YOUR NAME / BUSINESS / CONTACT / BOOKING LINK**