

# Year-Round Revenue Planner for Asphalt Contractors

Use this planner during your off-season to map out your path from a seasonal operation to a scalable, year-round pavement business.

## Section 1 — Last Season Scorecard

- Total revenue last season: \$ \_\_\_\_\_
- Top 3 most profitable job types: \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_
- Top 5 highest-value clients: \_\_\_\_\_
- Biggest cost overruns (fuel / materials / labor): \_\_\_\_\_
- Number of bids sent vs. bids won: \_\_\_\_\_ sent / \_\_\_\_\_ won ( \_\_\_\_\_% close rate)

## Section 2 — Maintenance Contract Targets

- List your top 10 existing clients eligible for annual maintenance contracts.
- Estimate annual contract value per client: \$ \_\_\_\_\_
- Target number of new maintenance contracts this off-season:  
\_\_\_\_\_
- Assign follow-up dates in Commander ERP CRM for each target client.

## Section 3 — Off-Season Sales Pipeline Goals

- Number of open opportunities currently in your CRM:  
\_\_\_\_\_

- Target: follow up with all open opportunities before \_\_\_\_\_ (date).
- New prospects to add to pipeline this winter: \_\_\_\_\_
- Target revenue from spring pipeline (pre-booked before April 1):  
\$ \_\_\_\_\_

## Section 4 — Workforce & Team Planning

- Top performers to retain (offer early commitment):  
\_\_\_\_\_
- Positions to hire before spring: \_\_\_\_\_
- Training or certifications needed: \_\_\_\_\_
- Onboarding documentation to build or update in ERP:  
\_\_\_\_\_

## Section 5 — Supplier & Procurement Goals

- Top 3 material suppliers to renegotiate with: \_\_\_\_\_
- Target price reductions or volume discount thresholds:  
\_\_\_\_\_
- Equipment requiring maintenance or replacement:  
\_\_\_\_\_
- Procurement decisions to finalize before \_\_\_\_\_ (date).

## Section 6 — Next Season Revenue Target

- Last season total revenue: \$ \_\_\_\_\_

- Maintenance contract revenue target: \$ \_\_\_\_\_
- New client revenue target: \$ \_\_\_\_\_
- Total next season target: \$ \_\_\_\_\_
- Key metric to improve most (close rate / margin / crew efficiency):  
\_\_\_\_\_