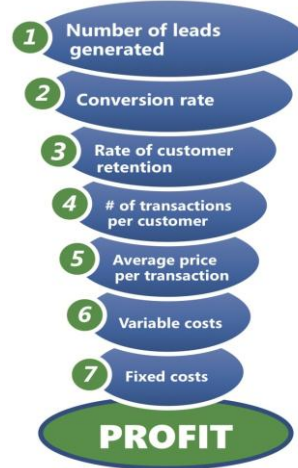


**Your Company Name**  
**Your 7 Key Numbers: Modeling from Leads**

	Example	Your Current Numbers	Your Goals
<b><u>SALES EFFORTS</u></b>			
1. Number of Leads Generated	500.00	25,000.00	25,000.00
2. Conversion Rate	x 25%	35%	35%
Number of New Customers	= 125.00	8,750.00	8,750.00
<b><u>EXISTING CUSTOMERS</u></b>			
Number of customers at start of period	100.00	20,000.00	20,000.00
3. Rate of Customer Retention	x 50%	61%	61%
Number of retained customers	= 50.00	12,200.00	12,200.00
<b><u>REVENUE AND SALES</u></b>			
Total customers (new + retained)	175.00	20,950.00	20,950.00
4. Number of Transactions per Customer	x 4.00	46.80	46.00
Number of sales	= 700.00	980,460.00	963,700.00
5. Average Price per Transaction	x 500.00	11.36	11.70
Total revenue	= 350,000.00	11,138,025.60	11,276,060.96
<b><u>COSTS</u></b>			
6. Variable Costs as a Percent of Sales	x 80%	48%	48%
Total variable costs	- 280,000.00	5,346,252.29	5,412,509.26
Gross profit (total revenue - total costs)	= 70,000.00	5,791,773.31	5,863,551.70
7. Fixed Costs	- 120,000.00	4,862,898.00	4,862,898.00
Profit	= -50,000.00	928,875.31	1,000,653.70



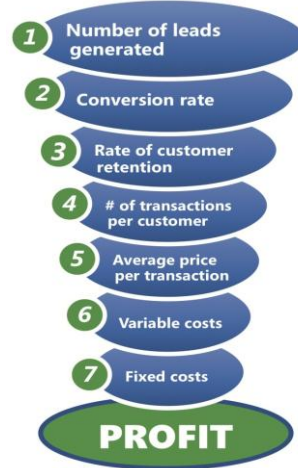
**Your Company Name**  
**Your 7 Key Numbers: Modeling from Leads**

	Example	Your Current Numbers	Your Goals
<b><u>SALES EFFORTS</u></b>			
1. Number of Leads Generated	500.00	750.00	750.00
2. Conversion Rate	x 25%	20%	25%
Number of New Customers	= 125.00	150.00	187.50
<b><u>EXISTING CUSTOMERS</u></b>			
Number of customers at start of period	100.00	100.00	100.00
3. Rate of Customer Retention	x 50%	50%	60%
Number of retained customers	= 50.00	50.00	60.00
<b><u>REVENUE AND SALES</u></b>			
Total customers (new + retained)	175.00	200.00	247.50
4. Number of Transactions per Customer	x 4.00	4.00	4.50
Number of sales	= 700.00	800.00	1,113.75
5. Average Price per Transaction	x 500.00	500.00	437.50
Total revenue	= 350,000.00	400,000.00	487,265.63
<b><u>COSTS</u></b>			
6. Variable Costs as a Percent of Sales	x 80%	70%	80%
Total variable costs	- 280,000.00	280,000.00	389,812.50
Gross profit (total revenue - total costs)	= 70,000.00	120,000.00	97,453.13
7. Fixed Costs	- 120,000.00	120,000.00	160,000.00
Profit	= -50,000.00	0.00	-62,546.88



**Your Company Name**  
**Your 7 Key Numbers: Modeling from Leads**

	Example	Your Current Numbers	Your Goals
<b><u>SALES EFFORTS</u></b>			
1. Number of Leads Generated	500.00	750.00	350.00
2. Conversion Rate	x 25%	20%	50%
Number of New Customers	= 125.00	150.00	175.00
<b><u>EXISTING CUSTOMERS</u></b>			
Number of customers at start of period	100.00	100.00	100.00
3. Rate of Customer Retention	x 50%	50%	15%
Number of retained customers	= 50.00	50.00	15.00
<b><u>REVENUE AND SALES</u></b>			
Total customers (new + retained)	175.00	200.00	190.00
4. Number of Transactions per Customer	x 4.00	4.00	4.00
Number of sales	= 700.00	800.00	760.00
5. Average Price per Transaction	x 500.00	500.00	875.00
Total revenue	= 350,000.00	400,000.00	665,000.00
<b><u>COSTS</u></b>			
6. Variable Costs as a Percent of Sales	x 80%	70%	60%
Total variable costs	- 280,000.00	280,000.00	399,000.00
Gross profit (total revenue - total costs)	= 70,000.00	120,000.00	266,000.00
7. Fixed Costs	- 120,000.00	120,000.00	190,000.00
Profit	= -50,000.00	0.00	76,000.00



**Your Company Name**  
**Your 7 Key Numbers: Modeling from Leads**

	Example	Your Current Numbers	Your Goals
<b><u>SALES EFFORTS</u></b>			
1. Number of Leads Generated	500.00	25,000.00	25,000.00
2. Conversion Rate	x 25%	35%	35%
Number of New Customers	= 125.00	8,750.00	8,750.00
<b><u>EXISTING CUSTOMERS</u></b>			
Number of customers at start of period	100.00	20,000.00	20,000.00
3. Rate of Customer Retention	x 50%	61%	61%
Number of retained customers	= 50.00	12,200.00	12,200.00
<b><u>REVENUE AND SALES</u></b>			
Total customers (new + retained)	175.00	20,950.00	20,950.00
4. Number of Transactions per Customer	x 4.00	46.80	46.80
Number of sales	= 700.00	980,460.00	980,460.00
5. Average Price per Transaction	x 500.00	11.36	11.02
Total revenue	= 350,000.00	11,138,025.60	10,803,884.83
<b><u>COSTS</u></b>			
6. Variable Costs as a Percent of Sales	x 80%	48%	48%
Total variable costs	- 280,000.00	5,346,252.29	5,185,864.72
Gross profit (total revenue - total costs)	= 70,000.00	5,791,773.31	5,618,020.11
7. Fixed Costs	- 120,000.00	4,862,898.00	4,862,898.00
Profit	= -50,000.00	928,875.31	755,122.11

