

Breakeven and Dream Income Analysis

Breakeven Calculation

Your Fixed Costs _____ (A)

Your Gross Profit Percentage (as a decimal) _____ (B)

Breakeven Sales (A/B) _____

Desired Income Calculation

How much would you like to make? _____ (C)

Sales needed to make Desired Income (A+C)/B _____ (D)

Activity Needed to Make Desired Income

What is your Average Dollar Sale? _____ (E)

What % of Leads actually buy? _____ (F)

Number of Sales Transactions needed (D/E) _____ (G)

Conversion Rate (F) – as a decimal _____ (H)

Number of Leads needed per year (G/H) _____ (I)

Days that you are open for business per year _____ (J)

Number of Leads needed per day (I/J) _____