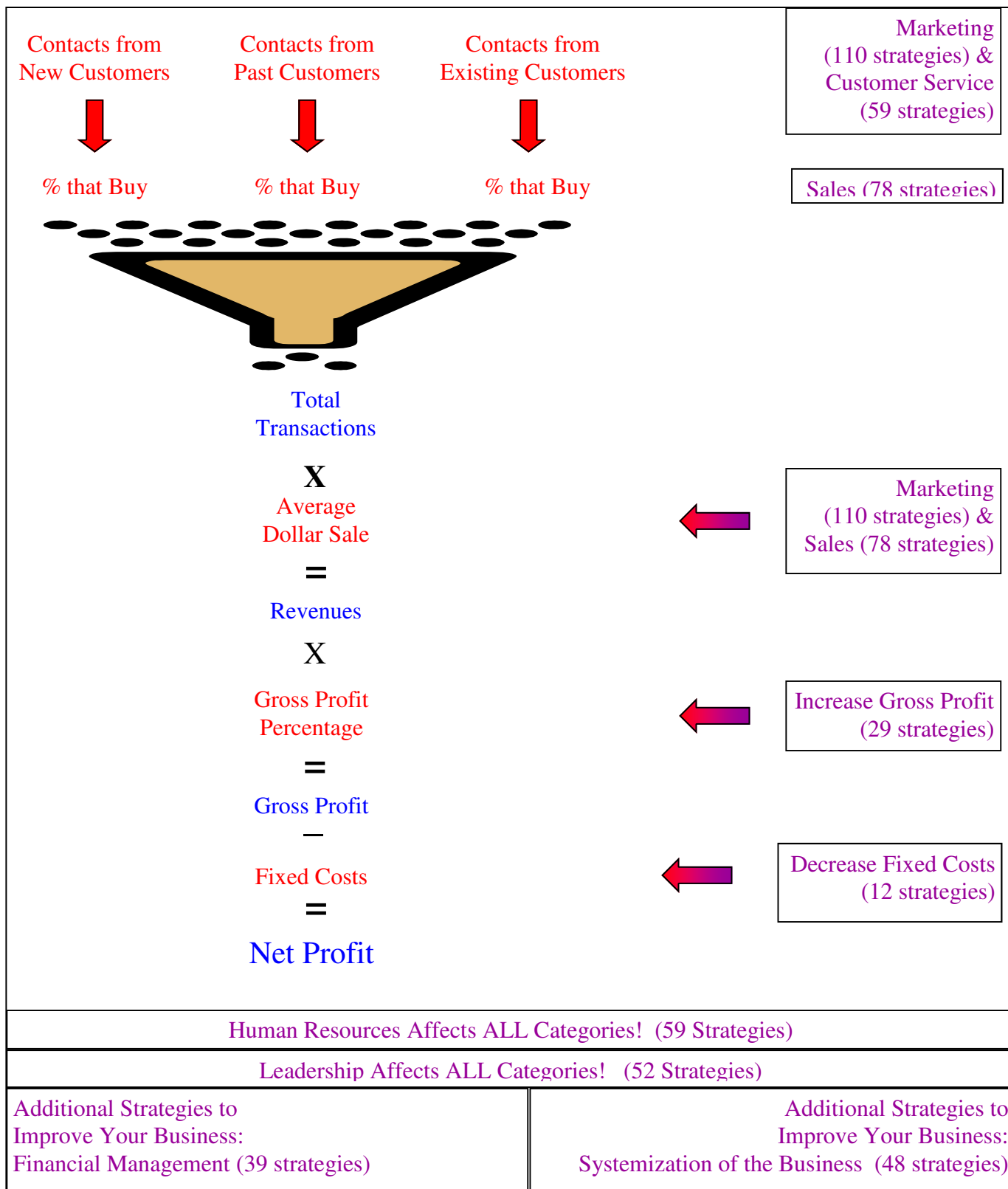


Coaching You to Maximize Your Profits!



Sample Company

Assumes only a 10% change in each area

10% Increase



Leads from Existing/Previous Customers	2,500	2,750
Leads from New Customers	<u>1,500</u>	<u>1,650</u>
Total Leads	4,000	4,400
Conversion Rate (Leads to Paying Customers)	<u>25%</u>	<u>27.5%</u>
Number of Customers	1,000	1,210
Average Dollar Sale	<u>\$500</u>	<u>\$550</u>
Total Revenues	\$500,000	\$665,500
Gross Profit Percentage	<u>27%</u>	<u>29.7%</u>
Gross Profit	\$135,000	\$197,654
Fixed/Overhead Costs	<u>\$60,000</u>	<u>\$54,000</u>
Net Income	<u>\$75,000</u>	<u>\$143,654</u>

Dollar Increase in Net Income **\$68,654!!!**

Percentage Increase in Net Income **91.5%!!!**

Sample Company

Assumes only a 10% change in each area

10% Increase



Leads from Existing/Previous Customers	10,750	11,825
Leads from New Customers	<u>10,750</u>	<u>11,825</u>
Total Leads	21,500	23,650
Conversion Rate (Leads to Paying Customers)	<u>40%</u>	<u>44%</u>
Number of Customers	8,600	10,406
Average Dollar Sale	<u>\$125</u>	<u>\$137.50</u>
Total Revenues	\$1,075,000	\$1,430,825
Gross Profit Percentage	<u>35%</u>	<u>38.5%</u>
Gross Profit	\$376,250	\$550,868
Fixed/Overhead Costs	<u>\$250,000</u>	<u>\$225,000</u>
Net Income	<u>\$126,250</u>	<u>\$325,868</u>

Dollar Increase in Net Income **\$199,618!!!**

Percentage Increase in Net Income **158.1%!!!**

Sample Company

Assumes only a 10% change in each area

10% Increase



Leads from Existing/Previous Customers	5,400	5,940
Leads from New Customers	<u>5,400</u>	<u>5,940</u>
Total Leads	10,800	11,880
Conversion Rate (Leads to Paying Customers)	<u>35%</u>	<u>38.5%</u>
Number of Customers	3,780	4,573
Average Dollar Sale	<u>\$600</u>	<u>\$660</u>
Total Revenues	\$2,268,000	\$3,018,708
Gross Profit Percentage	<u>15%</u>	<u>16.5%</u>
Gross Profit	\$340,200	\$498,087
Fixed/Overhead Costs	<u>\$250,000</u>	<u>\$225,000</u>
Net Income	<u>\$ 90,200</u>	<u>\$273,087</u>

Dollar Increase in Net Income **\$182,887!!!**

Percentage Increase in Net Income **202.8%!!!**