

Step 4: Estimate Closing Ratio

$(C) = \underline{\hspace{2cm}}$

EXAMPLE:

Step 1: Overall Sales Goal

Previous Year Sales	\$3,000,000
(a) Goal for Upcoming Year	<u>\$3,300,000</u>
NOMINAL SALES INCREASE	300,000

Step 2: Retained Sales Estimate

Previous Year Sales	\$3,000,000
Rate of Retention	<u>x 80%</u>
(b) Retained Sales	\$2,400,000

Step 3: Actual Sales Increase

(a) Goal for Upcoming Year	\$3,300,000
(b) Retained Sales	<u>- \$2,400,000</u>
(G) ACTUAL SALES INCREASE	\$ 900,000

Step 4: Closing Ratio (New Business)

$C = 10\%$

KEY: Goal Setting Metrics

G = Sales Increase Goal

C = % Closing Ratio

p = Volume of Activity needed to Achieve Goal

Step 5: Compute Prospecting Goal

If $p \times c = G$, then...

FORMULA

$$p = G / c$$

Example: G = _____

c = _____

p = G / c

= _____

Step6: Break down the goals into manageable activity segments.

(p) Annual Activity Goal = \$ _____

(p/12) Monthly Activity Goal = \$ _____

(p/50) Weekly Activity Goal = \$ _____

(Weekly/4) Daily Activity Goal = \$ _____

Lead Tracking

Origin Date	Opportunity	Approx. Annual Value