

HOW MANY REFERRALS DO YOU <u>REALLY</u> NEED?	NEED GOAL	WANT GOAL	MAKE A DIFFERENCE GOAL
1. How much revenue must you generate to reach these goals?			
2. What is the average value of a closed sale for your business? (This will be the same for each box.)			
3. How many closed sales do you need to reach your goal? (Divide #1 by #2 for each column.)			
4. What is your typical closing ration for referred prospects? (Express as a decimal: $2/10 = .2$, $7/10 = .7$)			
5. How many REFERRALS do you need to meet your goal? (Divide #3 by #4 for each column)			

IT'S UP TO YOU...WILL YOU FOCUS ON MEETING YOUR NEEDS, FEELING COMFORTABLE OR....

WILL YOU CHOOSE TO MAKE A DIFFERENCE?