

What was your gross revenue from the last 12 months? (a)

# GOALS THAT MATTER

## Let's do the Math!



How many active clients did you have in the last 12 months? (b)

### STEP 1:

Write Your Gross Revenue Here: (a) \$ \_\_\_\_\_

Write your # of Active Clients here: (b) \_\_\_\_\_

(a) \$ \_\_\_\_\_ / (b) \$ \_\_\_\_\_ =

Average value of a client: (c) \$ \_\_\_\_\_

What was your MAD goal from Day 4? (d)

### STEP 2:

Write Your MAD goal here: (d) \$ \_\_\_\_\_

Write your Avg. Value of a client here (c) \$ \_\_\_\_\_

(d) \$ \_\_\_\_\_ / (c) \$ \_\_\_\_\_ =

New clients needed (e) \_\_\_\_\_

How many NEW clients did you onboard in the last 12 months? (f)

### STEP 3:

Write # of NEW clients here: (f) \_\_\_\_\_

Write # of sales conversations (g) \_\_\_\_\_

(f) \_\_\_\_\_ / (g) \_\_\_\_\_ =

Close ratio (h) \_\_\_\_\_

How many sales conversations did you have in the last 12 months? (g)

### STEP 4:

Write # of NEW clients needed here: (e) \_\_\_\_\_

Write close ratio here: (h) \_\_\_\_\_

(e) \_\_\_\_\_ / (h) \$ \_\_\_\_\_ =

Number of SALES CONVERSATIONS to Make a Difference:

\_\_\_\_\_