

DO YOU KNOW THE 8 CRITICAL FORMULAS THAT YOU MUST DOMINATE IN SALES?



In sales you need to understand the numbers to achieve your goals consistently. *The Critical 8* are key to succeed long term.

The average lead requires between 12 to 16 interactions with sales before they close a deal. A consistent and intentional follow up strategy is extremely important to achieve conversion.

Social Selling Math 101 - #TheCritical8

What is my Potential Income?

Pi = Potential Income

Nc = # of New clients

Ec = the Expected commission per new client.

$$Pi = NcEc$$

Then,

$$Pi = NcEc$$

$$Pi = 10 * \$200.00$$

$$Pi = \$2,000.00 \text{ per month}$$

Values:

Nc = 10 clients/month

Ec = \$200.00 per new client

Based on this example, to reach \$100,000 per year, you would need an average of 42 new clients every month.

If your Closing Ratio is 20%, you will need to interact with 208 leads per month minimum to achieve the Desired Potential Income of \$100K for the year.