

Know your key performance indicators

	existing	future
NUMBER OF LEADS (Prospects or potential customers)	<input type="text"/>	<input type="text"/>
X CONVERSION RATE (the difference between those that could have brought and those that did)	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="%"/>	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="%"/>
= NUMBER OF CUSTOMERS (the number of different customers you deal with)	<input type="text"/>	<input type="text"/>
X NUMBER OF TRANSACTIONS (the average number of times each customer bought from you that year)	<input type="text"/>	<input type="text"/>
X AVERAGE SALE PRICE (the average price of the items you sell)	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>
= TOTAL TURNOVER (the revenue of the business)	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>
X MARGINS / OVERHEAD (the percentage of each sale that's profit)	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="%"/>	<input type="text"/>
= PROFIT (something every business owner wants more of)	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>	<input style="text-align: center; width: 20px; height: 20px; margin: 0 auto;" type="text" value="£"/>

KEY PERFORMANCE INDICATORS

If you would like help to market, promote and grow your business then call me today and request a FREE one hours meeting.

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