

Leading with Revenue
Plugging the Holes in Your Business

(How much money are you 'leaking' in your business?)

Source: Past Clients/Sphere of Influence & Referrals

- A. Total Number of Past Clients and Sphere of Influence _____
- B. Projected Business from this Source (Ax10%) _____
- C. Your Actual Closed _____
- D. Total Number of Missed Sales (B-C) _____
- E. Average NET Commission (after team splits) _____
- F. Income that you Missed (DxE) _____

Source: Online Leads – Never spoke to before / PPC, Lead Pond, etc

- A. Total Number of Lead Monthly _____
- B. Annual Number of Leads (Ax12) _____
- C. Projected Business from this Source (Bx3%) _____
- D. Your Actual Closed _____
- E. Total Number of Missed Sales (C-D) _____
- F. Average NET Commission (after team splits) _____
- G. Income that you Missed (GxF) _____

Source: Traditional Leads (Open House, Door Knocking, Networking, Circle Prospecting, Cold Calling)

- A. Total Number of Lead Monthly _____
- B. Annual Number of Leads (Ax12) _____
- C. Projected Business from this Source (Bx20%) _____
- D. Your Actual Closed _____
- E. Total Number of Missed Sales (C-D) _____
- F. Average NET Commission (after team splits) _____
- G. Income that you Missed (GxF) _____

Source: Team Generated Appointments

- A. Total Monthly Team Gen Appts _____
- B. Total Annual Team Gen Appts _____
- C. Projected Business from this Source (Bx60% conversion) _____
- D. Your Actual Closed _____
- E. Total Number of Missed Sales (C-D) _____
- F. Average NET Commission (after team splits) _____

G. Income that you Missed (GxF)

Total Number of Sales Missed

Total Amount of Income Missed
