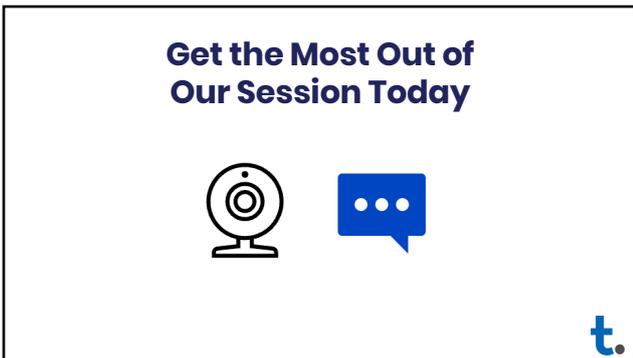




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Today's Objective

- Share a simple way forecast your 'new business' number
- Discover the activities required to hit that number
- Demo



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The Crystal Ball: predicting your new business number

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What's typical

- You're given a target for the year
- You're told to go out and hit it
- Then what?
- Do you know what you need to be doing on a daily basis to hit your number?



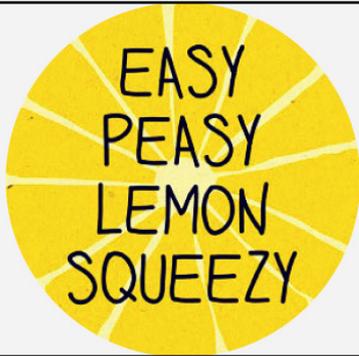
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Your new business number

- Define your new business target
- Identify average value of monthly orders
- Define your prospecting activities
- Apply conversion metrics



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Building the plan

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Annual target

Annual Target:	
Total annual target:	£200,000.00
Existing accounts f/cast:	£145,000.00
New business required:	£55,000.00



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Monthly target

Monthly New Business Target: £55k	
Monthly target: (new)	£4,583.33
Average order value:	£50.00
Orders per month:	6.00
Monthly forecast:	£300.00
Annual forecast:	£3,600.00
New accounts per month:	15



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Monthly prospecting activities

New business source	
Outbound calls:	10
LinkedIn:	3
Email:	2
New accounts required:	15



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Individual activities

Phone Activity Calculator		Monthly	Daily
Goals	Closed	10	0.5
	Close Rate	25%	25%
	Show Up Rate	90%	90%
	Conversation to Meeting	10%	10%
	Dial to Conversation Rate	25%	25%
Metrics	Quotes required	40	2
	Meetings Needed	44	3
Activity	Phone Conversations	444	23
	Dials	1778	89



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Individual activities

LinkedIn Activity Calculator		Monthly	Daily
Goals	Closed	3	0.15
	Close Rate	25%	25%
	Show Up Rate	90%	90%
	PR to Meeting	10%	10%
	LI PR Rate	50%	50%
	Metrics	Quotes required	12
Meetings Needed		13	1
Activity	Connects/replies	133	7
	Connection Requests	267	14



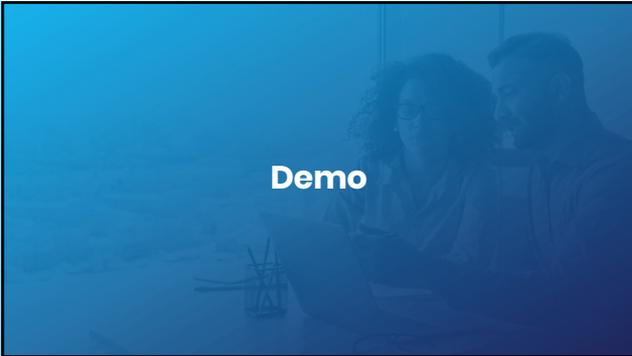
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Individual activities

Email Activity Calculator		Monthly	Daily
Goals	Closed	2	0.1
	Close Rate	25%	25%
	Show Up Rate	90%	90%
	PR to Meeting	50%	50%
	Email PR Rate	5%	5%
	Metrics	Quotes required	8
Meetings Needed		9	1
Activity	Connects/replies	18	1
	Emails	356	18



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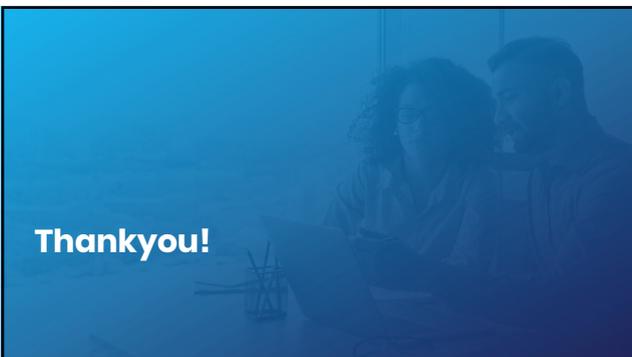
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Wrap up

- A simple way forecast your 'new business' number
- Discovered the activities required to hit that number
- Demo



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