



HOW MANY PROSPECTS DO YOU NEED?

1. **How much revenue would you like to obtain over the next year?** \$ _____
2. **What is your typical revenue per client?** \$ _____
3. **How many deals do you need?**
 - a. *Divide revenue needed (#1) _____ by typical client revenue (#2) _____*
4. **What is a reasonable estimate of your closing ratio?** _____ %
 - a. *1 out of 4 = 25% (.25); 2 out of 4 = 50% (.50)*
1 out of 10 = 10% (.10), etc.
5. **What is the total number of prospects you need?**
 - a. *Divide deals you need (#3) _____ / Closing ratio (#4) _____*
6. **What is a reasonable estimate of the time it takes to close a deal?** _____ # of weeks
7. **What is your sales cycle estimate?** _____
 - a. *Divide 52 weeks / (#6) _____ weeks needed to close a deal*
8. **What is the total number of prospects needed in your pipelines at all times?**
 - a. *Prospects needed (#5) _____ / Sales cycle estimate (#7) _____*
in your pipeline
9. **How many prospects are you in your pipeline now?** _____
10. **How many do you need to add to that?** _____
 - a. *Subtract # you need (#5) _____ – number you have (#9) _____* prospects needed to add
11. **How many prospects do you need each week?** _____
 - a. *Divide how many you need to add (#10) _____ / 48 weeks you plan on working*
(give or take)
12. **What is the value of an appointment to you?** \$ _____
 - a. *Average sale (#2) _____ x your closing % (#4) _____*

Number of prospects per week you need to keep your pipeline full _____