

# HOW IT'S DONE



## The Production Sales Funnel

The objective of the Production Sales Funnel is to determine where your business will come from during the next 12 months. In addition to business that is expected from existing clients, you will be able to determine how many new clients you will need to acquire to reach you new goals.

Write your new year's production goal on line 1. Go through you book and estimate the amount of expected revenue from each client segment. Record the information on line 2, 3 and 4. Total Lines 2, 3, and 4 below and enter it on line 5.

Subtract Line 5 from Line 1 and enter it on Line 6. Line 6 is the amount of production needed from new sources.

Line 7 is the average revenue per client. Divide lasts year's total revenue by the number of clients.

Line 8 - divide Line 6 by Line 7 to determine how many new clients you need to reach your goal.

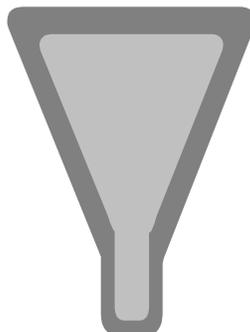
Line 9 – Based on your records, how many new prospects do you need to acquire one new client. If unknown use 10.

Line 10 – Multiply Line 8 times Line 9 to determine the total number of new prospect you need to reach your goal.

<b>Total Revenue Goal for __ (year) __</b>	(1) _____
<b>Expected Revenue from A Clients (Number of A Clients) _____ )</b>	(2) _____
<b>Expected Revenue from B Clients (Number of B Clients) _____ )</b>	(3) _____
<b>Expected Revenue from C Clients (Number of C Clients) _____ )</b>	(4) _____
<b>Total Expected Revenue (2+3+4)</b>	(5) _____
<b>New Business needed to reach goal (1-5)</b>	(6) _____

### Targeted Input

<b>Average annual revenue per Client (last year's revenue divided by number of clients)</b>	(7) _____
<b>Number of new clients needed (6 divided by 7)</b>	(8) _____
<b>Number of new prospects needed to create on new Client (Use 10, unless you have accurate records)</b>	(9) _____
<b>Total number of new prospects needed (8 x9)</b>	(10) _____



**Sales Output**

(1) \_\_\_\_\_