



### Sample Success Formula

Example: If you have \$250,000 of recurring income, and your financial requirements are \$400,000.00 then you need to generate \$150,000 of personal income from sales. If commissions are 25%, that means you need to have \$600,000 in sales.

Activity	Value	Conversion Ratio
Sales	600,000	
Average sale	50,000	
# of Sales Needed	20	
Closing ratio		50%
# of presentations	40	
Opportunity to presentation ratio		50%
# of opportunities needed	80	
Appointment to opportunity ratio		66%
# of appointments needed	121	
Contact to appointment ratio		33%
# of contacts needed	367	
Dials to contact ratio		20%
# of dials needed	1836	
# of days for prospecting		240
# of dials per day of prospecting	7.67	



Success Formula Template for you to complete:

Activity	Value	Conversion Ratio
Sales		
Average sale		
# of Sales Needed		
Closing ratio		
# of presentations		
Opportunity to presentation ratio		
# of opportunities needed		
Appointment to opportunity ratio		
# of appointments needed		
Contact to appointment ratio		
# of contacts needed		
Dials to contact ratio		
# of dials needed		
# of days for prospecting		
# of dials per day of prospecting		