

WHAT ARE SALES LEADS?

WHERE ARE THEY?

HOW DO YOU FIND THEM?

Another Plumb good marketing workshop.

Thursday, April 9th, 2015

Thank you for attending the Plumb Marketing Workshop Event. We want you to take away something of value from this event so we are providing these worksheets. As we go through the program, fill out these sheets with your company information. When completed, you will know how many leads you need to generate for each of your product/service offerings to meet your sales goals. The Plumb Marketing Team will help you if needed. This is an important first step in getting the leads and sales you desire.

Exercise Part 1 Worksheet:

Annual Projections	Funnel One (Contracts)	Funnel Two (Jobs)
Projected total annual sales	\$3,000,000	
Estimated percent sales by funnel	65%	35%
Annual revenue goals by funnel (totals)	\$1,950,000	\$1,050,000
Recurring revenues by funnel (already have)	\$1,100,000	\$750,000
Incremental revenues needed (new leads)	\$850,000	\$300,000
Average sale by funnel (annualized)	\$25,000	\$3,000
Sales needed to meet next year's goals	34	100
Conversion to monthly sales needed	3	8

Exercise Part 2 Worksheet:

Monthly Projections	Funnel One (Contracts)	Funnel Two (Jobs)
New sales needed monthly (rounded)	3	8
Closing rate from estimate/proposal (estimated)	75%	70%
NEW LEADS needed monthly (rounded)	4	12
Conversion rate from prospects (estimated)	60%	60%
New prospects needed monthly (rounded)	6	20
Conversion rate from suspects (estimated)	8%	8%
New suspects needed monthly (rounded)	79	248

Take this information to the next level. Create visual sales funnels of your worksheets. Learn about tactics that will drive the leads into your funnels. Give your business card or contact info to a Plumb Marketing representative and a time will be scheduled for your **FREE Marketing Discovery** and results report.



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MARKETING.

2675 W. 3rd Avenue, Denver Colorado 80219
303-607-9424 O • 303-607-9428 F
www.plumbmarketing.com