

Section "A" - Budget

Your "VERY BEST" --- Enter Your Numbers (Blue)

Monthly Budget

"Very Best" Budget (110%)

	\$40,000
	\$44,000

	Average Spend Revenue	Number of Clients needed	Totals "Very Best"
AE Enters	\$2,000	22.0	\$44,000

Section "B" - Pitched/Closed

You need to PITCH these dollars to bill this:

	Dollars Pitched	Dollars Closed	\$ Closing Ratio
AE Enters	\$50,000	\$20,000	40.00%

Total Dollars Pitched	"Very Best"
\$110,000	\$44,000

Section "D" - Number of Client Pitches

You need to make this number of client presentations:

	Num of clients Pitched	Dollars Pitched	Average \$ per Client
AE Enters	11	60,000	\$5,455

Number of Client Presentations	Dollars Presented
20.2	\$110,000

Section "D" - Appointment to \$
Presentations

You need to have this many appointments:

	Average Num Appointments	Average Num Pitched	Pitching Ratio
AE Enters	25	13	52.00%

Total Appointments Needed	Client Pitches
38.8	20.2

Section "D" - Conversations Needed

You need to make this many calls:

	Average Num Conversations	Average Num Appointments	Appointment Ratio
AE Enters	50	15	30.00%

Total Monthly Calls Needed	Appointments Needed
129.3	38.8

Your Plan

I will do the following