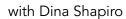
## **Lead Generation Fundamentals**





## Chapter 2

	Revenue Goal	Average Sales Price (Product or Service)	Average Close Rate of Leads	Value of Each Lead	Additional Leads to Generate
Example	\$50,000.00	\$2,000.00	10%	\$2,000.00x10%=\$200	\$50,000/\$200=+250
	\$50,000.00	\$2,000.00	10%	\$200.00	250