Lost Revenue Self- Audit			Average	Average/	Average	Average/	Average/								
			Average/ Estimate/ Locked Value fo ANSWER A	Estimate/	Estimate/	Estimate/	Estimate/								
Variable Name	Question Question	Possible Multiple Choice Answers (A-D)	Locked Value fo ANSWER A	for ANSWER B	Locked Value for ANSWER (C for ANSWER D	for ANSWER E								
	1 Name	, , , , , , , , , , , , , , , , , , , ,													
	2 Email 3 CRM														
	3 CRM														
		0-10 10-30													
Program Size	Average Size of 4 Program	30-50 50K+	700	0 20000	4000	6000	,								
		0-50													
	How many new 5 leads/day	0-10 10-30 30-50 50K+ 0-50 50-100 100-250 250+													
New Leads/Day	5 leads/day	250+	2	5 75	5 17	75 30)								
		0-20 20-50													
New Booked Calls/Day	how many new 6 booked calls/day	0-20 20-50 50-100 100+	1	0 35	5 7	5 12	5								
		5-20k 5-20k 5-20k 20-1-00k 3-1-00k 5-1-00k 50-60% 60-75% 75-85%													
		5-20k 20-50k													
Total # of CRM Leads Approx	How many leads 7 currently in crm	50-100K >100K	500	0 12500	3500	7500	125000								
		>50%													
		50-60% 60-75%													
Show Up Rate % General	Current Show Up 8 Rate	75-85% >85%	505	% 55%	6 68	% 80°	85%								
		>20% 20-35% 35-50% >50%	-												
	Current Conversion	20-35% 35-50%													
Close Rate % General	Current Conversion 9 Rate	>50%	205	% 27.50%	6 42.50	5000.00 3									
		0.5 5-10 15-25 >25													
# of Reps	10. How many rens	15-25 >25		3 7	, ,	3	,								
Additional Modifiers															
	What is the current														
	What is the current known conversion rate from new opt in 11 to booked call?	1													
Conversion Rate Opt in to Booked Call	11 to booked call?	Hinh													
	How much ACTIVE follow up is done 12 beyond 30 days?	Medium													
Follow Up Temp. Check	12 beyond 30 days?	None													
Average Order Value(AoV)	What is the Average	this would replace Program Size in the calculations for more exact numbers													
	how many leads in	this would replace Total # of CRM Leads Approx. in the calculations for more exact numbers	х.												
Total # of CRM Leads Specific	14 crm	in the calculations for more exact numbers													
Disqualification Rate	15 Rate														
Show Up Rate % Specific	Disqualification 15 Rate Show Up Rate 16 Specific														
	how long has the 17 offer been active?														
CRM AGE # of Setters / # of Closers	17 offer been active?														
Pick Up Rate	18 Setters/Closers 19 Current Pick Up Rate	for Outhound Calls													
Convo to Appt. Rate	20 Current Convo to Ap	pointment Rate													
Pick Up Rate General	Industry Standards a	nd/or Estimated Constants	av .												
Convo to Appt. Rate General		10%	%												
Show Up Rate- Industry Average		30%	%												
Close Rate- Industry Average		20%	%												
Post Sales Call Disqualification Rate New Opt-in to Booked Call Industry Average		10%	%												
New Opt-in to Booked Call Industry Average New Opt-in to Booked Call Disqualification Ra	ite	30%	%												
CALCULATION															
Phase	Step	Take the Average Number of New Leads per	USES OPTION O												
Approx. New Leads/ Month		Take the Average Number of New Leads per Day and Multiply by 30 Days to calculate Approx Number of New Leads per month	x. 525	_											
Approx. New Leads/ Month		Multiply the result by 30%, which is a high	525	U											
		Multiply the result by 30%, which is a high industry average opt-in to booked call ratio (POTENTIAL OPTIONAL ADDITIONAL QUESTION AND BASED ON AVG MULTIPLE CHOICE ANSWER). This calculates the number of leads that turn into booked call's													
		QUESTION AND BASED ON AVG MULTIPLE													
Approx. Number of Booked Calls/ Month			3	decide which 5 one to use											
		of leads that turn into booked calls	157												
Reported Number of Booked Calls/ Month		of leads that turn into booked calls Take the Average Number of New Booked Calls per Day and Multiply by 20 Days to calculate	157												
		Take the Average Number of New Booked Calls per Day and Multiply by 30 Days to calculate Approx. Number of New Booked Calls per month	th 225	decide which 0 one to use											
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Lost Revenue Self- Audit																	
			Average/	Average/ A	verage/	Average/	Average/										
			Locked Value fo	Estimate/ E r Locked Value L	ocked Value	Locked Value	Locked Value										
Variable Name	Question Question	Possible Multiple Choice Answers (A-D)	ANSWER A	for ANSWER B for	or ANSWER C	for ANSWER D 68.00%	for ANSWER E										
	PIPELINE	Lost Rev Vlable #- Campaign C	369.		30.00%			\$40,000.00	\$128.140.87								
	PIPELINE	Lost Rev Viable #- Campaign C	369.				42.50%	\$40,000.00	\$128,140.87								
									\$1,303,446.07								
									\$1,000,440.07								
					100	70.00%	40.00%	\$10,000.00	\$280,000.00	65	35	227500					
						70.00%	40.00%			70 75		245000 262500					
				Pick up C	hat wth	Get offer	Buy			76		202000	110.30%				
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				#VALUE!						-							
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Start Basic Lost Revenue Calculation																	
Calculate Campaign A																	
No Show																	
Calculate No Show Viable List																	
Calculate Reactivate Number based on Pick Up Rate %																	
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on Show Up %																	
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Total based on # of converted sales multiplied by the AVERAGE SIZE OF																	
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