CONSTANTS

post_sales_call_disqual_rate	0.15
new_optin_booked_call_industry_avg	0.3
avg_pick_up_rate	0.35
base_no_show_resistance	0.25
base_new_opt_in_resistance	0.2
base_pipeline_resistance	0.1

QUESTIONS

average_price_product (Q6)	$15,000.00
daily_leads (Q7)	50
unqualified_lead_pct (Q8, decimal)	0.15
daily_booked_calls (Q9)	20
total_leads_in_crm (Q10)	30000
show_up_rate (Q11, decimal)	0.75
close_rate (Q12, decimal)	0.3
average_order_value (Q13)	$7,500.00
sales_rep_count (Q14)	7
follow_up_intensity (Q15)	medium

MAIN CALCULATIONS

no_show_resistance_pct	0.3
new_opt_in_resistance_pct	0.2
pipeline_resistance_pct	0.15
approx_new_leads_per_month	1500
approx_booked_calls_per_month (industry est.)	450
reported_booked_calls_per_month	600
new_optin_to_booked_call_ratio	0.4

calls_showed_per_month	337.5
deals_closed_per_month	101.25
no_sales	236.25
dq_leads	35.4375
viable_follow_up_leads_month	200.8125
potential_opt_ins	900
dq_opt_ins	135
viable_new_opt_ins_month	765
calls_booked_didnt_show	112.5
viable_no_shows	95.625
crm_age_months	20
lifetime_no_shows	1912.5
lifetime_new_opt_ins	15300
lifetime_pipeline_leads	4016.25
campaignA_leads (no_shows)	573.75
campaignB_leads (new_opt_ins)	3060
campaignC_leads (pipeline)	602.4375
campaignA_closed_deals	13.55484375
campaignB_closed_deals	72.2925
campaignC_closed_deals	14.23258594
campaignA_revenue (avg price)	$203,322.66
campaignB_revenue (avg price)	$1,084,387.50
campaignC_revenue (avg price)	$213,488.79

	FINAL CALCULATIONS
FinalLostRevenue (sum of A,B,C - avg price)	$1,501,198.95
campaignA_revenue (avg order value)	$101,661.33
campaignB_revenue (avg order value)	$542,193.75
campaignC_revenue (avg order value)	$106,744.39
InitialCashExtraction (sum of A,B,C - AOV)	$750,599.47

Fraction of no-sale calls that are disqualified post-call
Industry avg fraction of new opt-ins who book a call
Average fraction of leads who pick up phone for a follow-up
Base portion of no-shows who can be revived with new campaign
Base portion of new opt-ins who can be revived with new campaign
Base portion of pipeline leads who can be revived with new campaign

Typical price/value of your product or service
Number of fresh leads you get per day
Fraction of leads that are unqualified (e.g. 0.1 = 10%)
Number of calls/appointments booked each day
Total leads in your CRM right now
Fraction of booked calls that actually show up (0.8=80%)
Fraction of calls that convert to a sale (0.25=25%)
Another revenue metric (optional): average order value
Number of sales reps (not used in formulas)
How aggressively you follow up: none, minimal, medium, high

Base no_show_resistance plus 0.05 (medium) or 0.10 (high)
New opt-in resistance unchanged by follow-up intensity
Base pipeline_resistance plus 0.05 or 0.10 based on intensity
daily_leads * 30 => approximate leads in 30 days
month leads * new_optin_booked_call_industry_avg
daily_booked_calls * 30 => your actual monthly calls
ratio of reported booked calls to approx new leads

approx_booked_calls_per_month * show_up_rate
calls_showed_per_month * close_rate
calls that showed but did not buy
fraction of no-sales leads disqualified post-call
no_sales minus disqualified => still viable
leads that haven't booked => approx_new_leads_per_month - reported
portion of potential opt-ins that are unqualified
remaining new opt-ins who are actually qualified
portion of industry-est calls that were no-shows
no-shows that aren't disqualified post-call
total_leads_in_crm / monthly leads => approx lifetime in months
scale monthly no-shows over entire CRM lifetime
scale monthly new opt-ins over entire CRM lifetime
scale monthly follow-up leads over entire CRM lifetime
lifetime_no_shows * no_show_resistance_pct
lifetime_new_opt_ins * new_opt_in_resistance_pct
lifetime_pipeline_leads * pipeline_resistance_pct
CampaignA_leads * pickup * booked_avg * show_up * close_rate
Same chain for CampaignB_leads
Same chain for CampaignC_leads
CampaignA closed deals * average_price_product
CampaignB closed deals * average_price_product
CampaignC closed deals * average_price_product

Sum of all campaigns' revenue (avg price basis)
CampaignA closed deals * average_order_value
CampaignB closed deals * average_order_value
CampaignC closed deals * average_order_value
Sum of all campaigns' revenue (AOV basis)