

# W3a - Sales “Guesstimate” Worksheet

## Instructions

This worksheet helps “guesstimate” potential sales for your business to use in the RapidBplan Excel financial spreadsheet model. The idea is to estimate sales to each type of customer rather than estimating how many of each product or service you sell.

### Step 1: Categorize your customers or sales transactions

Visualize three to five broad “Sales Categories” of customers grouped according to how much they spend per transaction, or per month or per year. Fill in that column in Table 1.

### Step 2: How much do they spend per transaction or period of time?

This step requires some generalization and averaging. Every customer is slightly different, but all we’re trying to do is forecast your business sales potential. So in the “Price” column list the average price they pay or amount spent on each transaction.

### Step 3: COGS – Cost of Goods Sold estimate.

This is a really broad sweep of the pen! But on average for each Sales Category, what is the typical or average cost of materials, delivery or supplies to produce the product or service. Do not include labor, we’ll do that later. If you think more along the lines of a mark-up percentage (ex: I multiply my cost by 3 for pricing), to get the COGS % simply divide “1” by your markup multiplier. Ex: 3 times markup =  $1/3 = 33\%$  COGS.

You can either put a dollar amount or % of COG in Table 1.

**Table 1 Pricing and Cost Assumptions**

Sales Category	Price \$	COGS \$	COGS %