

# Module One:

## Creating the Roadmap

Worksheet:  
❖ Know Your Numbers

## Know Your Numbers

Working with your existing sales results and looking back at your actual diary, take a moment to complete the details below and then slot them into the table to determine your numbers.

<b>No. Appointments currently attending:</b>	<b>b =</b> _____
<b>No. of Sales:</b>	<b>s =</b> _____
<b>Average Sales Value:</b>	<b>a =</b> _____
<b>Ideal Average Sales Value:</b>	<b>i =</b> _____
<b>Total capacity for appointments per week</b>	<b>c =</b> _____
<b>Conversion Rate: (s/b x 100)</b>	<b>d =</b> _____

	Same # Appointments	Increased Appointments
Increased Value	$i \times (b \times d/100)$	$i \times (c \times d/100)$
Same Value	$a \times (b \times d/100)$	$a \times (c \times d/100)$

### Your calculations:

	Same # Appointments	Increased Appointments
Increased Value		
Same Value		

You should now be able to see the impact these small changes will have on your income. Of course we haven't yet played with changing your sales conversion rate. We'll be focusing on this in module 3, so its worth taking the time to calculate it as this will give you something to measure improvements against.