

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%	$\$2,000.00 \times 10\% = \200	$\$50,000 / \$200 = +250$
	\$50,000.00	\$2,000.00	10%	\$200.00	250