

Why Keep Score?

“Sales” is commonly referred to as a “Numbers Game”, but that’s not the only reason **Why Keep Score!** It is because *small* increases in Key Performance Metrics (aka, Vital Signs) can make a **BIG** Difference in Sales Commissions!!

Let’s use \$60,000/Year as a Starting Point...



...and you increased all 3 Metrics incrementally?

CLOSING INTERVIEWS (Vital Sign #1) = + 2



Increase = + \$1000 / Month
(+\$12,000 / Year)

CLOSING RATIO (Vital Sign #2) = +10%



Increase = + \$1000 / Month
(+\$12,000 / Year)

AVERAGE CASE SIZE (Vital Sign #3) = +\$300



Increase = + \$1500 / Month
(+\$18,000 / Year)

Added together, these increases = \$3500/Month, but the **Compounding Effect** of increasing all 3 simultaneously = **\$4360/Month** (+\$52,320 / Year)!



That’s an Increase of +87%! ↑
But how would you know...if you don’t Keep Score?