

Why is Sales called a “Numbers Game”?

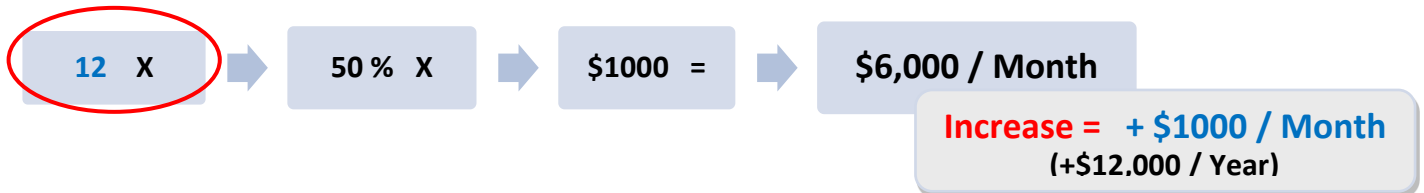
Because **small** increases in **Key Performance Metrics** can make a **BIG Difference** in your **Income!**

What happens if YOU start with **\$60,000/Year** and . . .

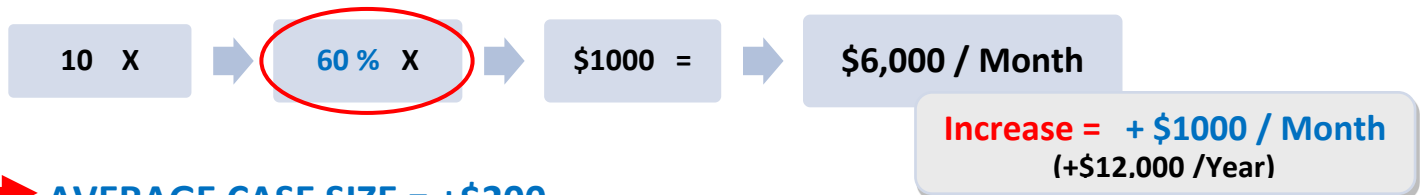


. . . increase these 3 Key Performance Metrics by 20%?

→ CLOSING INTERVIEWS = + 2



→ CLOSING RATIO = +10

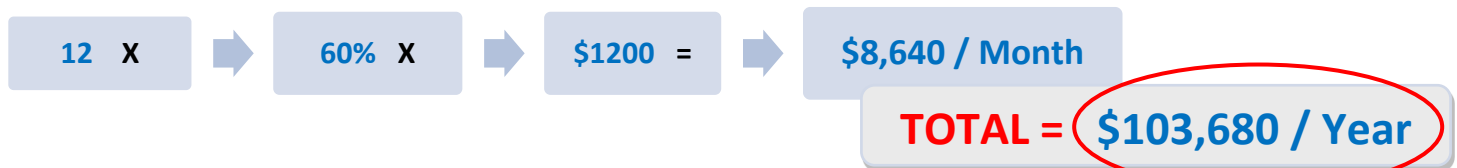


→ AVERAGE CASE SIZE = +\$200



RESULT is an increase of \$3000/Month . . .

. . . but the Compounding Effect = +3640/Month!



That's an Increase of +73%! ↑
How do you know...unless you Keep Score?