

5 WAYS: Know Your Numbers

	Enter your numbers		Description	Formula
Leads		#	Think about how many people know about your business even if they don't buy from you....	# Customers / Conv. rate X 100
X	X			
Conversion Rate %		%		# of Customers / # Leads X 100
=	=			
Customers		#		Sales / # Trans / Avg \$ spend
X	X			
# Transactions		#	# times a customer buys from you in the period	
X	X			
Average \$ Sale		\$	The amount each customer would spend each time they buy from you	
=	=			
Total Turnover		\$		
X	X			
Margins		%		Profit / Sales X 100
=	=			
Profit		\$	Profit after all expenses	Sales X Margin / 100