

Past Client Opportunity Worksheet

1. # of past clients in your database _____

2. Multiply # of your past clients by .15 (or 15%) = _____ potential.

3. If you close 50% off those past client leads = _____ potential converted leads.

4. Your average price point per deal = \$_____

5. Opportunity cost = converted leads _____ X average price per deal

\$_____

6. You are leaving this much on the table by not working your database:

\$_____ !!!

Example:

400 PC database, 15% buy/sell every years, with a 50% conversion rate, at \$7500 per deal =
\$225,000 of potential income!