

These Are The Seven Numbers Successful Business Owners & Managers Are Using To Determine Marketing Effectiveness:

1. Number of leads generated per advertising source
2. Number of leads generated from referrals and previous customers.
3. Actual cost per lead from all sources combined
4. Percentage cost of advertising for all sales generated for each source
5. Percentage cost of advertising for all sources and sales in comparison to total gross volume sold
6. Actual cost per individual advertising lead
7. Dollar amount of business sold to referrals and previous customers

These Are The Seven Numbers Successful Business Owners & Managers Are Using To Determine Salesperson Effectiveness:

1. Closing ratio per lead source
2. Closing ratio overall
3. Percentage cost of advertising dollars per lead source spent compared to dollars sold for that source
4. Percentage cost of advertising dollars spent overall compared to dollars sold overall
5. Gross profits on dollars sold
6. Numbers of self-generated or referral business
7. Customer satisfaction ratings

Call us today for more information on how tracking can increase your Sales & Marketing Success and Increase Your Bottom Line! 480-652-9212 info@neednumbers.com

