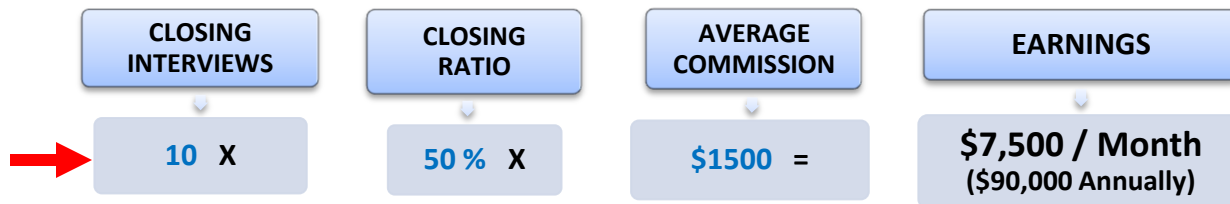


Sales is a Numbers Game

How Keeping Score of *small Vital Sign* increases...
...can make a BIG Difference!!

STARTING POINT:



RESULTS OF SMALL INCREASES:

CLOSING INTERVIEWS: Vital Sign #1 (+ 2)



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

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



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

AVERAGE CASE SIZE: Vital Sign #3 (+\$400):



Increase = + \$2000 / Month
(+\$24,000 Annually)

What is the **Compounding Effect** of increasing all 3 Vital Signs simultaneously?



How would you know...
...if you don't Keep Score?

Increase = + \$6,180 / Month
(+\$74,160 Annually)
Percentage of Increase = +82%