

Use this worksheet to analyze your sales prospects

Sales Priorities

Active Deals																							
Opportunity	Type	Program	Manager	Products	Time Frame (3,6,12) Months	Estimated Promo Cost	Confidence Rating	Prospects per Month	Term (Months)	Average Order	Response Rate	Estimated Orders	Projected Revenue	% to Partner	Revenue to Partner	COGS Per Unit	Marketing Expenses	Total Expenses	Total Net Profit	Net Profit Per Month	Net Profit Margin	ROI	
Links to websites	www		BF	all	3	\$ -	80%	50,000	12	\$ 50	0.10%	50	\$ 2,500	10%	\$ 250	\$ 6.00	\$ 500	\$ 1,050	\$ 1,450	\$ 121	58.0%	72.4%	
email blast	www		JD	all	3	\$ -	70%	500,000	12	\$ 50	0.10%	500	\$ 25,000	50%	\$ 12,500	\$ 6.00	\$ -	\$ 15,500	\$ 9,500	\$ 792	38.0%	163.2%	
fax blasts									1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
Banners	www								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
Retailer promo									1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
catalogs									1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
Add-ons	www								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
Book stores	Retail				6	\$ -	80%	100,000	12	\$ 20	1.0%	1,000	\$ 20,000	85%	\$ 17,000	\$ -	\$ -	\$ 17,000	\$ 3,000	\$ 250	15.0%	566.7%	
Infomercial	TV								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
[Store] Promo	Retail								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
[Store] Promo	Retail								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
[Store] Promo	Retail								1	\$ -		-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	
Total Active Deals								650,000	3,538461538	30	0.40%	1,550	47,500	50%	\$ -	\$ 6.00	500	33,550	13,950	1,163	29.4%	240.5%	
Prospects																							
[Store] Promo	Retail											-	\$ -	50%	\$ -	\$ 6.00	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
								250,000	12	\$ 79	0.010%	300	\$ 23,700	60%	\$ 14,220	\$ 10.00	\$ 1,000	\$ 18,220	\$ 5,480	\$ 457	23.1%	332.5%	
												-	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	#DIV/0!	#DIV/0!
Total								900,000					\$ 71,200		\$ 14,220		\$ 1,500	\$ 51,770	\$ 19,430		27.3%	266.4%	

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