

Use this worksheet to analyze and prioritize your sales prospects

Sales Priorities

Active Deals Opportunity	Type	Program	Manager	Products	Time Frame	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	\$ 500	80%	50,000	12	\$ 50	0.10%	50	\$ 2,500	10%	\$ 250	\$ 6.00	\$ 1,000	\$ 1,550	\$ 950	\$ 79	38.0%	163.2%
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 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	50%	\$ 10,000	\$ 6.00	\$ -	\$ 16,000	\$ 4,000	\$ 333	20.0%	400.0%
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							76.7%	650,000	3.5	30	0.40%	1,550	47,500	46.9%	22,750	\$ 6.00	1,000	33,050	14,450	1,204	30.4%	228.7%
Prospects																						
[Store] Promo	Retail		xxx	xxx	3	\$ 100	80%	1,000	12	\$ 100	0.10%	1	\$ 100	10%	\$ 10	\$ 1.00	\$ 100	\$ 111	\$ (11)	\$ (1)	-11.0%	-1009.1%
xxx	xxx		xxx	xxx	3	\$ 100	80%	1,000	12	\$ 100	0.10%	12	\$ 1,200	10%	\$ 10	\$ 1.00	\$ 100	\$ 122	\$ 1,078	\$ 90	89.8%	11.3%
xxx	xxx		xxx	xxx	3	\$ 100	80%	1,000	12	\$ 100	0.10%	12	\$ 1,200	10%	\$ 10	\$ 1.00	\$ 100	\$ 122	\$ 1,078	\$ 90	89.8%	11.3%
			xxx	xxx	3	\$ 100	80%	1,000	12	\$ 100	0.10%		\$ -	10%	\$ 10	\$ 1.00	\$ 100	\$ 110	\$ (110)	\$ (9)	#DIV/0!	-100.0%
Total Prospects						\$ 400		4,000	12.0	\$ 400	0.10%	25	\$ 10,000	10.0%	\$ 40	\$ 1.00	\$ 400	\$ 465	\$ 9,535	\$ 170	95.4%	4.9%
Total						\$ 400	79.3%	654,000	12.0	100	0.2%	37	57,500	28.5%	22,790	\$ 3.50	1,400	33,515	23,985	1,374	41.7%	139.7%

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