Cheatography

Business Backbone© Cheat Sheet

by Robin Larsen (57546u) via cheatography.com/25350/cs/6605/

This is the template

Template text and calculations

Leads

Number of Leads

X

Conversion rate

Conversion Rate

=

Conversion rate is the number of times you approach / Contact a lead that converts into a sale.
I.E: 100 Contacts / 10 sales = 10%

Number of customers

Number of Customers

=

X

Get the result and take this result and Multiply (X) it with the next.

Number of transactions

Number of transactions

X

Number of transactions as a number

Average dollar sale

Average dollar sale

=

Average dollar sale

Total dollar turnover

Total dollar turnover

X

Total dollar turnover

Margins

Margin

What is your margin on the product in the funnel?

Profit

Total profit for you in the Business Backbone©

Insert your normal numbers here

Here you insert your numbers and calculations

Leads

insert number above

Conversion rate

Insert Conversion rate above

Number of customers

Insert number here

Calculate the conversion number

Number of customers

Insert number above

Number of transactions

X

Insert number above

Average dollar sale

=

Insert number above

Margins

Margin

Insert number above

Total dollar turnover

X

Insert number above

Profit

Total profit for you in the Business Backbone©

Test your exponential potential

Number of customers

Insert number above

Number of transactions

X

Insert number above

Average dollar sale

=

Insert number above

Total dollar turnover

X

Insert number above

Margins

Margin

Insert number above

Profit

Total profit for you in the Business Backbone©

You can use this system to automate pipeline	
ActiveCampaign	Free 14 day trial
https://www.activecampaign.com/?_r=8-4T4E78A	

Here you can test and compare your growth potentail here and see your end result.

Leads
insert number above

Conversion rate
Insert Conversion rate above

Number of customers
Insert number here
Calculate the conversion number

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