

49 ESSENTIAL METRICS FOR YOUR BUSINESS GROWTH



How to Stump Your Client?

(You will find that you will be able to stump your client within 5 questions)

1. Can I see a copy of your current marketing plan?
2. How does your actual results vary from your marketing plan?
3. How often do you review/revise your marketing plan?
4. How many leads do you need to make your marketing plan work?
5. What's your cost per lead?
6. What's your cost per sale/client?
7. What's your cost per seminar attendee?
8. What's your cost per seminar generated client?
9. What's your Lifetime Value Of A Client? (LVC)
10. What's your allowable cost per client?
11. How many lead sources/marketing efforts have you implemented?
12. How does your cost per lead/sale vary with lead source?
13. How many marketing steps do you implement per lead?
14. Which marketing steps are profitable, and how much?
15. Which marketing step is the one that you should stop at?
16. How many direct calls come into the office from marketing efforts?
17. How many direct calls received from marketing convert to clients?
18. What's your lead conversion rate in general?
19. What's your lead conversion rate per lead source?
20. What's your average initial revenue per new case?
21. Which lead source provides the highest initial revenue per case?
22. What's your average post initial revenue per case?
23. What's your new client ratio of referral generated vs. cold marketing generated?
24. What's your average referral per client ratio? (Real referrals only!)
25. How does your average revenue per referral case vary from average revenue per cold marketing generated case?
26. What's your average initial revenue per seminar generated case?
27. How does your average revenue per seminar case vary from average revenue per cold marketing generated case or referral generated case?
28. Who are your best clients?
29. What characteristics are common to your best clients?
30. How often do you contact your client/prospect/outside professional list?
31. How many new clients do you get as a result of your regular client/prospect/outside professional mailings.
32. What offers have the highest lead generation and client conversion rates?
33. What are the results of split testing efforts you've implemented?
34. What's your client attrition rate?
35. What common causes do you find from lost clients?
36. What's your past client re-activation rate?
37. What's your average revenue per re-activated client?
38. What's your break even point on specific marketing efforts?
39. What's your average accounts receivable?
40. How much of your average revenue per case do you make right away vs. later on?

41. How much of your revenue is continuity based vs. new transaction based?
42. What's your annual revenue?
43. What's your annual "real" expenses?
44. What's your gross profit ratio?
45. What's your "real" net income?
46. How much revenue do you take in per employee?
47. How much does each employee contribute to profitability and customer service?
48. How can you improve your profitability without sacrificing revenue and customer service?
49. How much of your customer service expenses can/should be classified as marketing expenses?