

Business Growth Analysis Information Sheet (US-Version)

-strictly confidential -

In preparation for our meeting, please compile the following information. Kindly complete the ‘Current Situation’ ONLY (leave the other columns blank):

	Current Situation	Percent Increase	New Figures
Number of leads you generate per month from all advertising, sales and marketing efforts (do not include those obtained through referrals from your current customers).			
Conversion rate (i.e., what percentage of your leads do you convert into buying customers?)	%		%
Average amount spent per sale (i.e., some customers may spend only a few pounds, while others will spend significantly more. What we’re looking for is the average amount spent from all sales. An easy way to figure this is to divide your total gross sales by the number of transactions.)	USD		
Average profit margin on products and services sold.	%		
Average number of purchases per year per customer.			
Average number of years your customers do business with you.			
Average number of referrals each customer gives you during their lifetime of doing business with you.			
Percentage of referrals you convert to buying customers.	%		%
Number of current customers in your database.			
Number of past customers in your database.			
Your main source of getting new customers.			
Your biggest business challenge, or the one area you would like to improve the most.			