FORMULA

FOR

FINANCIAL

GOAL

nina I. hribar
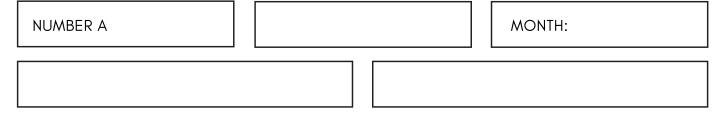
FIND OUT NUMBER "A"

NUMBER A		MONTH:

HOW MANY APPOINTMENT DID YOU HAVE IN A DAY? COUNT THEM AND WRITEA NUMBER.

WHAT WAS TOTAL NUMBER OF SALES FROM LAST MONTH?	2900€ 4400€

DIVIDE SALES BY AVERAGE APPOINTMENT NUMBER?HOW MUCH IS IT?WRIGHT IT DOWN.

Example: in august we had 3700€ in sales and 86 appointments. 3700€/86€ = 43€. Our number A = 43€. 43€ per appointmen average..

$$2900€/90 = 32,2€$$
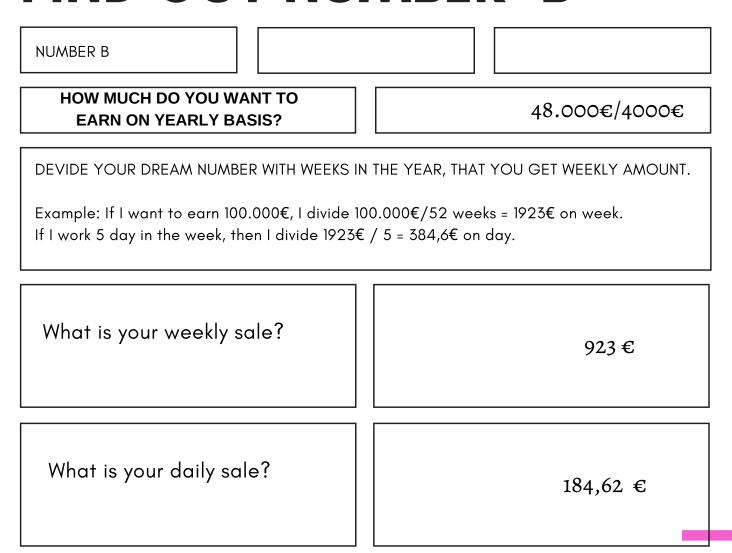$$4400€/130 = 33,80€$$

NUMBER A = $33,80€$

FIND OUT NUMBER "B"

NUMBER B		

HOW MUCH DO YOU WANT TO EARN ON YEARLY BASIS?	48.000€/4000€

DEVIDE YOUR DREAM NUMBER WITH WEEKS IN THE YEAR, THAT YOU GET WEEKLY AMOUNT.

Example: If I want to earn 100.000€, I divide 100.000€/52 weeks = 1923€ on week.
If I work 5 day in the week, then I divide 1923€ / 5 = 384,6€ on day.

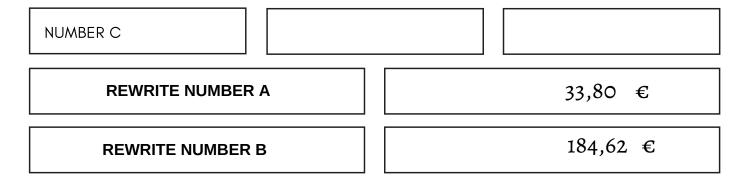| What is your weekly sale?	923 €

What is your daily sale?	184,62 €

At the beginning it seems that ANNUAL or our TARGET earnings are huge. However, when we DIVIDE it into small parts, it is no longer so scary. We need to work all our goals in the same way. If we want to lose 10lb, then we calculate how much we have to lose each month if we want to loose weight in 1 year. Our calculation says less then 1lbs per month, which is quite feasible, isn't it?:)

NUMBER B = 184,62€

FIND OUT NUMBER "C"

NUMBER C		

REWRITE NUMBER A	33,80 €
REWRITE NUMBER B	184,62 €

DESIRED EARNINGS (MONTHLY, ANNUAL) (UNKNOWN B) DIVIDE BY AVERAGE (UNKNOWN A). Example: € 384.6 daily desired traffic / € 43 average = 9.9 people, must spend € 43 in one day. Ask yourself for your case if this is feasible. Make another calculation, if you were to raise the price by € 10, HOW MANY CUSTOMERS WOULD YOU NEED PER DAY to reach your goal?

NUMBER B / NUMBER A _____184,62/_33,80____ _	5,5 OR SO 6 CUSTOMERS, WHO WILL SPEND 33,80€
increase number A for 10€, for 20€ _____/43,80	4 CUSTOMERS,WHO WILL SPEND 33,80€

EVERY BUSINESS SHOULD START WITH THIS FORMULA. HOWEVER, WE ARE NOT TAUGHT THIS IN SCHOOL AND THAT IS WHY THERE ARE SO MANY FAILED COMPANIES.WHEN YOU GET TO THE RESULT THAT YOU SHOULD MAKE MORE THAN 6 APPOINTMENTS FOR YOUR GOAL, IT IS CLEAR TO YOU THAT YOU HAVE TOO LOW PRICES.