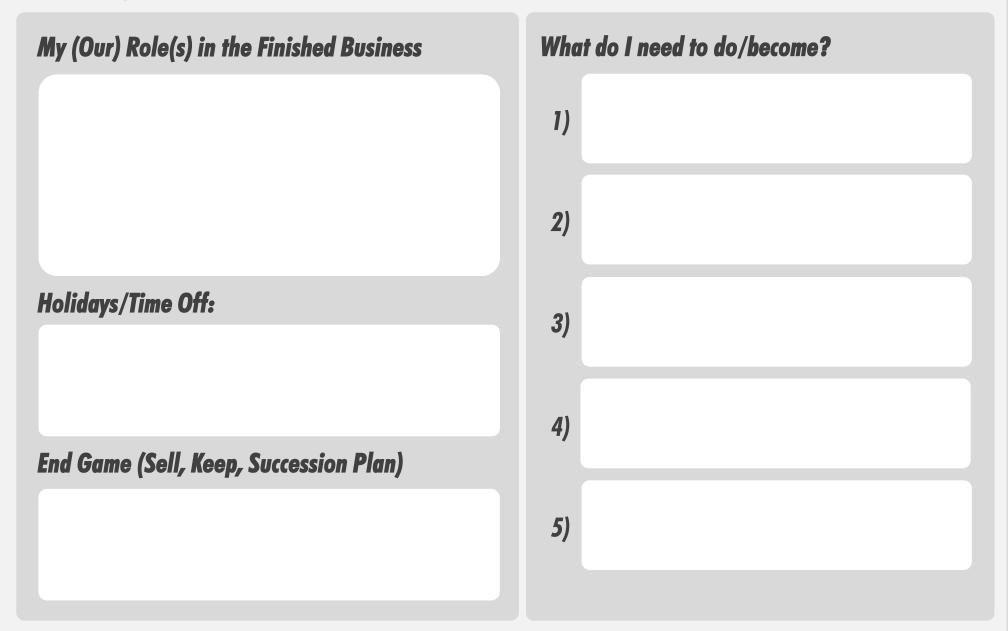
Business Maturity Date	
Desired Net Profit	\$
Annual Sales	\$
Monthly Sales	\$
# of Jobs per Month	
# of Leads per Month	



Set Sales Targe
Your Do
_

Your Desired Profit:	
Fixed Costs (Incl. Owners Salary):	
Required Gross Profit (Desired Net Profit plus Fixed Costs):	
Target Gross Margin	
Required Annual Sales (Required Gross Profit + Target Gross Margin)	
Required Monthly Sales (Required Annual Sales÷12 Months)	
γ του το γ του το γ του	
Calculate # Of Jobs	
Enter Average Sale	
Enter Average Gaio	
Divide Monthly Sales by Average Sale (Jobs Needed Per Month)	
Divide Monthly Sales by Average Sale (3003 Needed Fel Month)	
Determine Marketing Needs	
Your Conversion Rate	
Required No. of Leads (No. of Jobs ÷ Conversion Rate %)	

No. of Tradespeople / Techs / Apprentices

Divide monthly turnover by monthly revenue per tradesperson (approx. \$25,000). Split between tradespeople and apprentices.

No. of Supervisors (e.g. Operations Manager, Project Manager, Foreman)

Divide # of tradesmen and apprentices by 7

Office Staff (e.g. General Manager, Office Manager, Estimator, Accounts Assistant,

Receptionist, Marketing Coordinator etc.)
Divide # of people on the tools by 4