

## MSP LEAD CALCULATOR

This resource will walk you through the steps to develop a detailed lead generation strategy that will help you determine the number of leads you need to hit your goals for growth.

First, let's establish your baseline numbers. You will use these numbers throughout the calculator.

**CURRENT ARR\*/APPROXIMATE CURRENT VALUE**

What do you earn in ARR over the course of a year (gross)?

Example: 1,000,000

**DESIRED MSP SALE/EVENT VALUE**

What is your ideal market value?

Example: 10,000,000

**NUMBER OF YEARS UNTIL SALE/EVENT**

When would you like to retire?

Example: 10

**APPOINTMENT CLOSE RATIO — ALL LEADS, NOT JUST WOM**

What is your ratio of closed deals to total leads?

Example: 20%

**TOTAL NUMBER OF CLIENTS**

How many clients currently hold an active contract?

Example: 50

**AVERAGE NUMBER OF YEARS PER CLIENT**

How many years does the average client do business with you?

Example: 10

**COMPANY PROFIT PERCENTAGE**

Adding owner income and company net profit together

Example: 10%

**TOTAL ANNUAL REVENUE**

What do you earn in over the course of a year (gross)?

Example: 1,200,000

**MARKETOPIA AVERAGE COST PER QUALIFIED APPOINTMENT**

1,500

## MSP LEAD CALCULATOR

### STEP 1

How Much Additional Revenue Do I Need to Add Per Year to Achieve My Goal?

#### A. DESIRED MSP SALE/EVENT VALUE

CURRENT ARR\*/APPROXIMATE CURRENT VALUE

REVENUE NEEDED TO INCREASE TO ACHIEVE GOAL

Example:

$$10,000,000 - 1,000,000 = 9,000,000$$

#### B. NUMBER OF YEARS UNTIL SALE/EVENT

ANNUAL ARR INCREASE TO ACHIEVE GOAL

Example:

$$9,000,000 \div 10 = 900,000$$

### STEP 2

How Many Clients Do I Need to Add Per Year to Achieve My Goal?

#### A. CURRENT ARR\*/APPROXIMATE CURRENT VALUE

TOTAL NUMBER OF CLIENTS

AVERAGE ARR PER CLIENT

Example:

$$1,000,000 \div 50 = 20,000$$

#### B. ANNUAL ARR INCREASE TO ACHIEVE GOAL

TOTAL CLIENTS NEEDED ANNUALLY TO ACHIEVE GOAL

Example:

$$900,000 \div 20,000 = 45$$

## MSP LEAD CALCULATOR

### STEP 3

How Many Leads Do I Need Monthly to Achieve My Goal?

**A. TOTAL CLIENTS NEEDED ANNUALLY TO ACHIEVE GOAL**

**APPOINTMENT CLOSE RATIO — ALL LEADS, NOT JUST WOM**

**TOTAL ANNUAL LEADS NEEDED TO ACHIEVE MY GOAL**

÷

Example:

$$45 \div .20 = 225$$

**B. MONTHS PER YEAR**

**TOTAL MONTHLY LEADS NEEDED TO ACHIEVE MY GOAL**

÷

12

Example:

$$225 \div 12 = 18.75$$

### STEP 4

What is a Lead Worth to YOU?

**A. TOTAL ANNUAL REVENUE**

**TOTAL NUMBER OF CLIENTS**

**AVERAGE ANNUAL REVENUE PER CLIENT**

÷

Example:

$$1,200,000 \div 50 = 24,000$$

**B. COMPANY PROFIT PERCENTAGE**

Adding owner income and company net profit together

**AVERAGE ANNUAL PROFIT PER CLIENT**

×

Example:

$$24,000 \times .10 = 2,400$$

**C. AVERAGE NUMBER OF YEARS PER CLIENT**

**AVERAGE LIFETIME PROFIT PER CLIENT**

×

Example:

$$2,400 \times .10 = 24,000$$

**D. APPOINTMENT CLOSE RATIO — ALL LEADS, NOT JUST WOM**

**AVERAGE VALUE OF EACH LEAD FOR YOU**

×

Example:

$$24,000 \times .20 = 4,800$$

## MSP LEAD CALCULATOR

### STEP 5

What Net Profit Do You Make for Each Lead?

**A. AVERAGE VALUE OF EACH LEAD FOR YOU**

**MARKETOPIA AVERAGE COST PER QUALIFIED APPOINTMENT**

**NET PROFIT PER LEAD FOR YOU**

—



Example:

$$4,800 - 1,500 = 3,300$$

### STEP 6

What Is the Value of Leads Over Time?

**A. TOTAL MONTHLY LEADS NEEDED TO ACHIEVE MY GOAL**

**NET PROFIT PER LEAD FOR YOU**

**TOTAL MONTHLY PROFIT PER MONTH ADDED**

×



Example:

$$18.75 \times 3,300 = 61,875$$

**B. TOTAL MONTHS PER YEAR**

**TOTAL ANNUAL PROFIT PER YEAR ADDED**

×

Example:

$$61,875 \times 12 = 742,500$$

**C. NUMBER OF YEARS UNTIL SALE/EVENT**

**TOTAL PROFIT UNTIL SALE ADDED BY INVESTING**

×

Example:

$$742,500 \times 10 = 7,425,000$$

**D. DESIRED MSP SALE/EVENT VALUE**

**TOTAL PERSONAL INCOME FROM INVESTING  
WHAT IT TAKES TO ACHIEVE GOAL**

+

Example:

$$7,425,000 + 10,000,000 = 17,425,000$$