

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%*

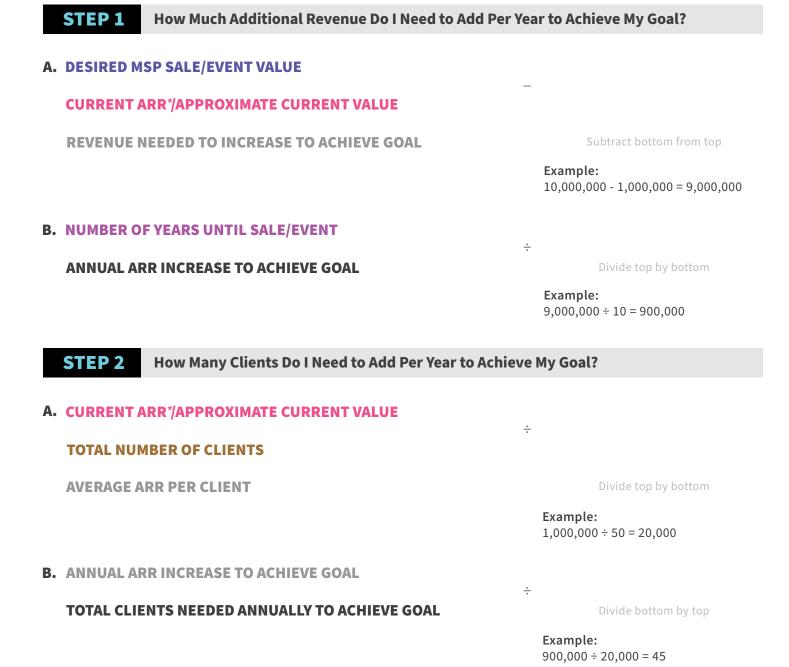
TOTAL ANNUAL REVENUE

What do you earn in over the course of a year (gross)? *Example: 1,200,000*

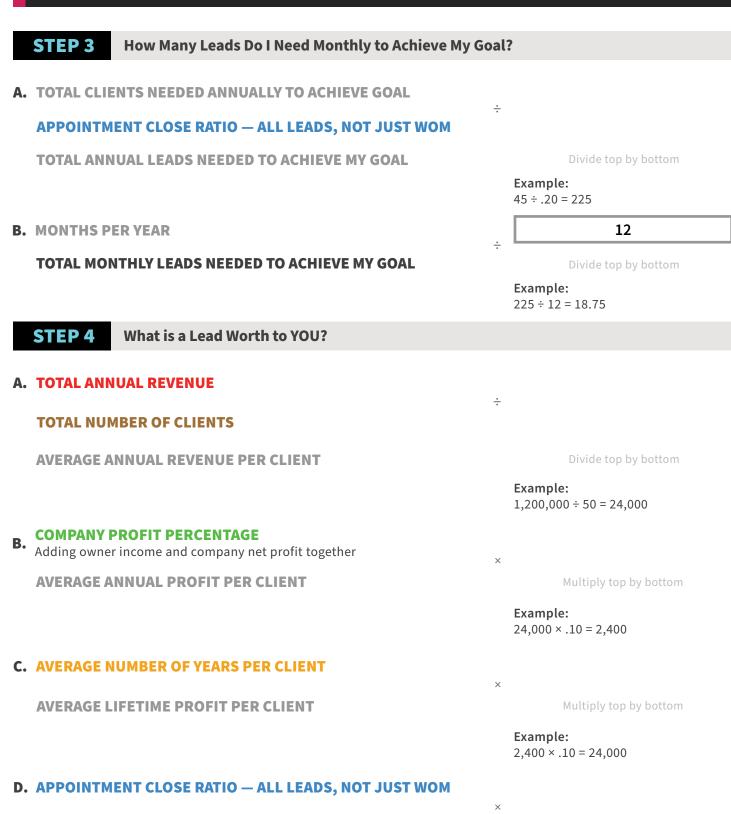
MARKETOPIA AVERAGE COST PER QUALIFIED APPOINTMENT

1,500









AVERAGE VALUE OF EACH LEAD FOR YOU

Multiply top by bottom

Example: 24,000 × .20 = 4,800



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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

1,500

Subtract bottom from top

Example: 4,800 - 1,500 = 3,300

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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

B. TOTAL MONTHS PER YEAR

TOTAL ANNUAL PROFIT PER YEAR ADDED

C. NUMBER OF YEARS UNTIL SALE/EVENT

TOTAL PROFIT UNTIL SALE ADDED BY INVESTING

D. DESIRED MSP SALE/EVENT VALUE

TOTAL PERSONAL INCOME FROM INVESTING WHAT IT TAKES TO ACHIEVE GOAL

Multiply top by bottom

Example: 18.75 × 3,300 = 61,875

12

Multiply top by bottom

Example: 61,875 × 12 = 742,500

Multiply top by bottom

Example: 742,500 × 10 = 7,425,000

Add top and bottom

Example: 7,425,000 + 10,000,000 = 17,425,000