

## 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**

—  
Subtract bottom from top

Example:

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

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

**ANNUAL ARR INCREASE TO ACHIEVE GOAL**

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Divide top by bottom

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**

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Divide top by bottom

Example:

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

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

**TOTAL CLIENTS NEEDED ANNUALLY TO ACHIEVE GOAL**

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Divide bottom by top

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**

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Divide top by bottom

Example:

$$45 \div .20 = 225$$

##### B. MONTHS PER YEAR

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

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Divide top by bottom

Example:

$$225 \div 12 = 18.75$$

12

### STEP 4

#### What is a Lead Worth to YOU?

##### A. TOTAL ANNUAL REVENUE

**TOTAL NUMBER OF CLIENTS**

**AVERAGE ANNUAL REVENUE PER CLIENT**

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Divide top by bottom

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**

×

Multiply top by bottom

Example:

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

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

**AVERAGE LIFETIME PROFIT PER CLIENT**

×

Multiply top by bottom

Example:

$$2,400 \times .10 = 240$$

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

**AVERAGE VALUE OF EACH LEAD FOR YOU**

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Multiply top by bottom

Example:

$$240 \times .20 = 48$$

## 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

1,500

NET PROFIT PER LEAD FOR YOU

Subtract bottom from top

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

×

Multiply top by bottom

Example:

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

#### B. TOTAL MONTHS PER YEAR

TOTAL ANNUAL PROFIT PER YEAR ADDED

12

×

Multiply top by bottom

Example:

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

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

TOTAL PROFIT UNTIL SALE ADDED BY INVESTING

×

Multiply top by bottom

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

+

Add top and bottom

Example:

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