

# Client Development Cookbook

In order to speak with 15 Contacts, I must attempt to APPROACH .....	45	.33	Contacts
In order to schedule 10 Coffee Call Conversation, I must SPEAK WITH .....	15	.66	Contacts
In order to conduct 8 Coffee Call Conversation, I must SCHEDULE .....	10	.80	Coffee Call Conversations
In order to schedule 4 Deep Dive Conversation I must CONDUCT .....	8	.50	Coffee Call Conversations
In order to conduct 3 Deep Dive Conversations I must SCHEDULE .....	4	.80	Deep Dive Conversations
I must CONDUCT .....	3	.33	Deep Dive Conversations
In order to GENERATE .....	1		Client Transactions (Sales)

In order to generate \$ \_\_\_\_\_ annually:

Based on an A. C. T. of \$ \_\_\_\_\_ I must generate .....

Client Transactions (Sales)

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In order to speak with <b>334</b> Contacts, I must make .....	1,042	.33	Attempts To Reach Contacts <b><math>344 / .33 = 1,042</math></b>
In order to schedule <b>227</b> Coffee Call Conversations, I must SPEAK WITH .....	344	.66	Contacts <b><math>227 / .66 = 344</math></b>
In order to conduct <b>182</b> Coffee Call Conversations, I must SCHEDULE .....	227	.80	Coffee Call Conversations <b><math>182 / .80 = 227</math></b>
In order to schedule <b>91</b> Deep Dive Conversations, I must CONDUCT .....	182	.50	Coffee Call Conversations <b><math>91 / .50 = 182</math></b>
In order to conduct <b>72</b> Deep Dive Conversations, I must SCHEDULE .....	91	.80	Deep Dive Conversations <b><math>72 / .80 = 91</math></b>
I must CONDUCT .....	72	.33	Deep Dive Conversations <b><math>24 / .33 = 72</math></b>
In order to GENERATE .....	<b>24</b>		Client Transactions (Sales)

In order to generate \$ 143,000 annually:  **$143,000 / 6,000 = 24$**

Based on an A. C. T. of \$ 6,000 I must generate .....

**24** Client Transactions (Sales)

**Remember: These are ANNUAL Goals!**

**An average of 2 / month! Very DO-able!**

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In order to speak with <input type="text"/> Contacts, I must make .....	<input type="text"/>	<b>.33</b>	Attempts To Reach Contacts
In order to schedule <input type="text"/> Coffee Call Conversations, I must SPEAK WITH ...	<input type="text"/>	<b>.66</b>	Contacts
In order to conduct <input type="text"/> Coffee Call Conversations, I must SCHEDULE .....	<input type="text"/>	<b>.80</b>	Coffee Call Conversations
In order to schedule <input type="text"/> Deep Dive Conversations, I must CONDUCT .....	<input type="text"/>	<b>.50</b>	Coffee Call Conversations
In order to conduct <input type="text"/> Deep Dive Conversations, I must SCHEDULE .....	<input type="text"/>	<b>.80</b>	Deep Dive Conversations
I must CONDUCT .....	<input type="text"/>	<b>.33</b>	Deep Dive Conversations
In order to GENERATE .....	<input type="text"/>	<input type="text"/>	Client Transactions (Sales)

In order to generate \$ \_\_\_\_\_ annually:

Based on an A. C. T. of \$ \_\_\_\_\_ I must generate .....

Client Transactions (Sales)