

TASK 20.2.2: Estimate your sales cycle from Stage 1 to Stage 6

1. In cell G4, under TARGET, put 0. Your sales cycle doesn't start until you've sent out your sales letter.
2. In cell G5, estimate how long it will take your sales letter to arrive at its destination, turning the cold suspect into a warm lead. If that's 3 days, put 3.
3. In cell G6, estimate a reasonable time for that letter to be opened and read, turning the reader into a hot prospect. If that's 4 days, put 4.
4. In cell G7, estimate how many days after that interested prospects will reach out in some way—sending an email or making a phone call—and become qualified buyers. If that's 7 days, put 7.
5. In cell G8, estimate how many days it will take to turn a qualified buyer into a confirmed customer issuing you your first project, for example 17.

TASK 20.2.3: Calculate your total sales cycle

1. In cell H3, put **=SUM(G4:G8)**. This results in the total number of days you estimated as your sales cycle, in this model 31.

TASK 20.2.4: Apply your sales cycle to today's date

1. In cell G10, put **=TODAY()+H3**. This adds the figure in H3 to today's date, giving you a date some time in the future. If a future customer entered the sales funnel today, that's when he'll become a repeat client.

TASK 20.2.5: Apply your average revenue per customer

The last job is to combine your sales cycle guesswork with your conversion rate guesswork from **Day 6**, giving you a figure for what you'll add to your income if the estimates are accurate.

1. In cell H10, put **=D5*D3*C4**. This takes your number of warm leads (those you've mailed) and applies your overall conversion rate, then multiplies it by your estimated average revenue per customer.
2. Cells G10 and H10 now give you a date in the future, and the total revenues you'll be earning per month on that date.
3. Customise this metric if you like. For example, if you want the date you expect money to hit your bank account, and you