

Company name \_\_\_\_\_

Date \_\_\_\_\_

## Exponential Growth Chart

No. of Leads/Mo.    Conversion Ratio    No. of Clients/Mo.    Avg \$ Amt    Frequency/Mo.    Monthly \$    Annual Revenue

X  =  X \$  X  = \$  X 12 = \$

Current Status

No. of Leads/Mo.    Conversion Ratio    No. of Clients/Mo.    Avg \$ Amt    Frequency/Mo.    Monthly \$    Annual Revenue

X  % =  X \$  X  = \$  X 12 = \$

LEAD INCREASE

No. of Leads/Mo.    Conversion Ratio    No. of Clients/Mo.    Avg \$ Amt    Frequency/Mo.    Monthly \$    Annual Revenue

X  % =  X \$  X  = \$  X 12 = \$

CONVERSION INCREASE

No. of Leads/Mo.    Conversion Ratio    No. of Clients/Mo.    Avg \$ Amt    Frequency/Mo.    Monthly \$    Annual Revenue

X  % =  X \$  X  = \$  X 12 = \$

INCREASE AVERAGE \$

LEAD INCREASE %

%

Annual Revenue    Beginning Revenue    Change in Revenue

\$  - \$  =

CONVERSION INCREASE %

%

Change in Revenue    Beginning Revenue    Revenue % Increase

\$  - ÷ \$  =  %

SALE INCREASE AMOUNT %

%