

How much is Missed Opportunity Costing Your Company?

Calculate the Value of a Key Customer (use either a specific customer or an average of a group of customers)
What is the average annual revenue from a Key Customer?
How many years do you expect a Key Customer to buy from your company? (this is your Average Customer Life Cycle)
This is the lifetime value of your Key Customer.
How Much is Missed Opportunity Costing Your Company?
How many selling opportunities does your company miss in a year?
This is how much Missed Opportunity is costing you annually.
This is how much Missed Opportunity is costing your company based on the Lifetime Value of potential key customers.

Sample - Professional Services Company (selling B2B)	
\$48,000.00	
	10
\$480,000.00	
	6
\$288,000.00	
\$2,880,000.00	

Your Company

Missed opportunity may be the single biggest expense in any company.

Even the most diligent and professional salespeople simply don't have enough time in their schedule to stay connected with prospects who are not sales-ready. Here's why...

- 73% of all leads handed over to sales teams are not sales-ready. Depending on your key prospects buying cycle
- It takes 8-10 contacts to build top-of-mind recognition. Because of time constraints, most sales people quit calling after only two attempts.
- Less than 35% of companies have a formal process for staying in touch with qualified but not-sales-ready leads.
- Finally, sales-ready leads are time sensitive. The window of opportunity is small and does not stay open for long.