

## FORMULA FOR BUILDING YOUR BUSINESS

The following formula works for any amount of group volume and can be used as you promote through the ranks: What we are demonstrating is the # of reported bookings needed to meet these monthly group volumes based on a \$400 show average. This formula could be used for any volume needed for trips, promotions and monthly maintenance. The 25% represents the cushion you will need for rescheduled or canceled shows.

<b>Monthly Volume ÷ Show Avg. = Grp Shows ÷ # of Weeks x cx/res rate = Shows Booked</b>	
<b>\$4,000 Retail</b>	$\$4,000 \div \$400 = 10 \div 4 = 2.5 \times 25\% = .6 + 2.5 = 3$ Only takes 3 booked shows each week (including your own)
<b>\$6,000 Retail</b>	$\$6,000 \div \$400 = 15 \div 4 = 3.75 \times 25\% = .94 + 3.75 = 5$ Only takes 5 booked shows each week (including your own)
<b>\$10,000 Retail</b>	$\$10,000 \div \$400 = 25 \div 4 = 6.25 \times 25\% = 1.56 + 6.25 = 8$ Only takes 8 booked shows each week (including your own)

*By conducting Business Builder calls, you can easily monitor your upcoming shows to determine if you are on track to meet your group volume requirement. The following graph shows an example of tracking the information from those Business Builder calls:*

<b>Week</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
You	2	2	1	2
Barb	2	2	1	0
Janet	1	1	1	0
Sue	1	2	1	0
Carole	0	1	1	0
Kathy	1	2	2	0
	7	10	8	2