

Sales & Referral Planner

2014

My sales & referral planning guide to assist my business focus on the result I would like in 2014

The past year in review:

Results for 2013 were:

No of loans submitted		Volume	\$	My Income from Loans in 2013 was
No of loans declined		Volume	\$	
No of loans approved		Volume	\$	
No of loans settled		Volume	\$	Upfront \$ New Trail \$ Existing Trail \$
Conversion rate – submitted to settlement %	%			
No of customer first interviews				
No of leads my business received				

Referrals & other Products & Services sold:

Referrals to	Number	No of Sales Successes	Additional Revenues in 2012
Vow Wealth			\$
Vow Leasing			\$
Vow Legal			\$
Vow Commercial			\$
Allianz – GI			\$
Vow Property – Blue Wealth/ APP / Future Estate			\$
Other Direct sales / Referrals of my own relationships			\$

My expenses in 2013 were \$

Main Challenges in 2013

What were the issues that impacted on your business where you did not achieve your desired results last year:

Achievements in 2013

List your major achievements during the year – major clients won/ large sales /referral successes / advocates of your business/ client retentions etc.

2014 – the year ahead

What are the key business drivers for your business this year: (client retention, marketing activities, targeted market/s, key things to do to improve your incomes/profits

What are the challenges this year?

What do you need to keep an eye on?: competitors, compliance, expenses etc.

My desired income for this year 2014 is?

Upfront		\$
Trail	Existing Trail PA is \$ + new trails \$	\$
Referrals		\$
Other sales		\$
Gross Income		\$
<u>Less</u> Expenses (approx.)		\$
NPBT		\$

What do I have to do to achieve this?

Example:

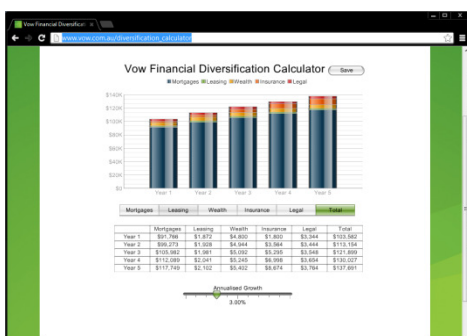
If your average loan size is say \$400K & you use 50/50 lenders who pay trail in the first year (say your existing loan trail book income per mth is \$3K) plus ongoing non mortgage mthly referral revenues are say \$350 per mth) = \$40K p.a.

If you want a basic income of say \$60K plus my existing trail \$40K p.a. to make \$100K then your loan activity needs to be:

25 settlements @ \$400K = \$10M @ Avg. .6% upfront = \$60K

If your interview to settlement ratio is 4:1 then you need at least 2 interviews/ leads a week to achieve your desired income levels (don't; forget to allow for some holidays so best to work on an 11mth year, so 3 interviews a week should be your goal.

What extra income could I have with a successful referral program?



Go to the Diversified Income Calculator:

http://www.vow.com.au/diversification_calculator