

# Lead Ratios

80% OF YOUR BUSINESS IS IN YOUR DAILY DIALING

(8am - 11am. Non-negotiable)

## LEAD RATIOS:

**A Leads:** 4 out of 5 people you *TALK TO* will set an appointment.

**AA Leads:** 1 out of 4 people you *TALK TO* will set an appointment.

**A1 Leads:** 1 out of 4 people you *TALK TO* will set an appointment.

**B Leads:** 1 out of 4 people you *TALK TO* will set an appointment.

**C Leads:** 1 out of 5 people you *TALK TO* will set an appointment.

**D Leads:** 1 out of 8 people you *TALK TO* will set an appointment.

## SO how many people do I actually have to talk to???

**A Leads:** You need to talk to AT LEAST 20 people to set 15 appts (5 will say no)

**AA Leads:** You need to talk to AT LEAST 60 people to get 15 apps (45 will say no)

**A1 Leads:** You need to talk to AT LEAST 60 people to get 15 appts (45 will say no)

**B Leads:** You need to talk to AT LEAST 60 people to set 15 appts (45 will say no)

**C Leads:** You need to talk to AT LEAST 75 people to set 15 appts (60 will say no)

**D Leads:** You need to talk to AT LEAST 120 people to set 15 appts (105 will say no)

**\*Use your dial tracker 100-150 dials daily. \* Mix the leads up, don't just get one type!**

15 appointments a day should get you 2 to 6 sales a day (\$1,400 - \$4,200 AP) depending on your skill level.

**Your skill level WILL increase with the more people you talk to.**