

THE 5 LEVERS

TO GROW YOUR BUSINESS IN DOUBLE DIGITS

Number of Enquiries

The number of enquiries you've had. In other words, those people who have contacted you or who have been contacted by you in the time period you're looking at (e.g. over the last year).

X

Conversion Rate

The percentage of people who actually made a purchase. E.g. If 10 people have called to ask about your business but 3 people actually bought something, then your conversion rate is 30% (3/10).

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Customers

X

of Transactions

The number of purchases that the average customer makes over the time period you're looking at (e.g. over the last year).

X

Average AED/\$ Value

The average AED/\$-per-sale estimated over the time period you're looking at (e.g. over the last year). This is an average and is very dependent on the kind of products/services you are offering.

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Sales

X

Margin

The percentage of your sales that are profits. This is determined by the variable cost of producing your product - the margin is the percentage of the revenue that is left after you take away those costs.

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Profits

Most people focus on the red boxes - **customers**, **sales** and **profits**. In reality, your strategies and leverage are in the 5 blue boxes. Focus on these levers in your business - just increase each one by 10% - and you'll start to see massive bottom-line growth

Do you need more frameworks for effective growth?

We teach tools and strategies tried and tested by our hundreds of clients. We do this at **regular workshops** which you can attend. To view details, visit: <http://www.thebusinesscoach.ae/workshops-2/>

Alternatively, request a free 1-2-1 Strategy Session by emailing: shymakhaki@actioncoach.com