

# Why is Sales called a Numbers Game?

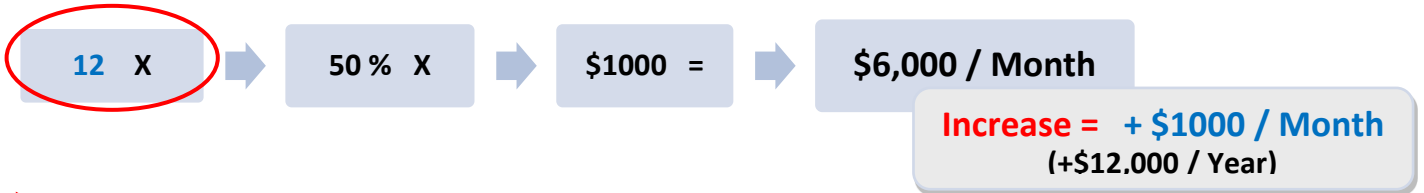
Because **small** increases in **Key Performance Metrics**  
 . . . can make a **BIG** Difference in your **Income!**

**What happens if YOU start with \$60,000/Year and . . .**

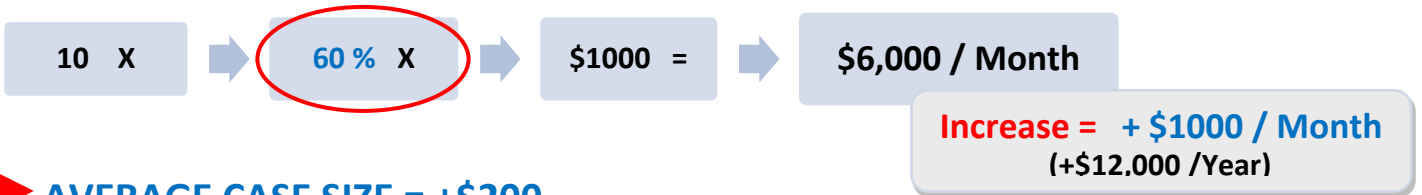


**. . . increase these 3 Key Performance Metrics by 20%?**

**→ CLOSING INTERVIEWS = + 2**



**→ CLOSING RATIO = +10**

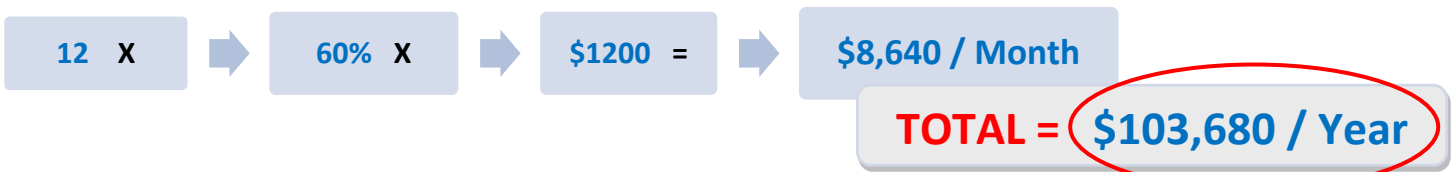


**→ AVERAGE CASE SIZE = +\$200**



**RESULT is an increase of \$3000/Month . . .**

**. . . but the Compounding Effect = +3640/Month!**



**That's an Increase of +73%! ↑**  
*How do you know...unless you **Keep Score?***