

Closing Ratio - Detailed

1/1/2013 - 3/31/2013
Salesperson: Philps, Bryan

	Number of Leads Given from Each Source		Total Sales per Advertising Source				Commissions Paid Per Advertising Source		Total Cost of Delivering the Product/Service, not including commissions or advertising. Typically Labor & Materials.	
	L	C	Contract	% Sold	Acq Cost	Acq %	Comm %	Comm Dollars	Cost of Sale	Cost of Sale %
Philps, Bryan	L	C	Contract	% Sold	Acq Cost	Acq %	Comm %	Comm Dollars	Cost of Sale	Cost of Sale %
BBB	1	0	\$0.00	0.00 %	\$17.09	0.00 %	0.00 %	\$0.00	\$0.00	0.00 %
Cust Yard Sign	1	0	\$0.00	0.00 %	\$234.10	0.00 %	0.00 %	\$0.00	\$0.00	0.00 %
GFA Website	1	1	\$28,894.28	100.00 %	\$10.00	0.03 %	10.00 %	\$2,889.43	\$15,025.02	52.00 %
Home Show	6	1	\$7,878.09	16.67 %	\$306.16	3.89 %	10.00 %	\$787.81	\$3,391.46	43.05 %
NRCA	1	0	\$0.00	0.00 %	\$0.00	0.00 %	0.00 %	\$0.00	\$0.00	0.00 %
Prev Call-In	5	0	\$0.00	0.00 %	\$0.00	0.00 %	0.00 %	\$0.00	\$0.00	0.00 %
Prev Cust	17	10	\$37,001.19	58.82 %	\$0.00	0.00 %	10.30 %	\$3,810.33	\$19,772.45	53.44 %
Radio	38	15	\$79,934.61	39.47 %	\$5,493.43	6.87 %	8.47 %	\$6,773.25	\$39,903.79	49.92 %
Referral	28	5	\$53,550.62	17.86 %	\$479.00	0.89 %	9.62 %	\$5,152.52	\$27,908.23	52.12 %
SmartLeads	3	2	\$5,483.40	66.67 %	\$187.49	3.42 %	10.00 %	\$548.34	\$1,861.29	33.94 %
The Dispatch	35	7	\$48,932.25	20.00 %	\$11,274.07	23.04 %	9.56 %	\$4,679.39	\$25,134.31	51.37 %
WebSite	3	0	\$0.00	0.00 %	\$260.06	0.00 %	0.00 %	\$0.00	\$0.00	0.00 %
Yellow Pages	8	2	\$13,956.50	25.00 %	\$4,337.74	31.08 %	4.96 %	\$692.35	\$6,670.46	47.79 %
Totals for Philps, Bryan	147	43	\$275,630.94	29.25 %	\$22,599.13	8.20 %	9.19 %	\$25,333.43	\$139,667.01	50.67 %

Bryan was given **147** leads, closed **43** of them. Overall closing ratio is **29.25%**, and it costs the company an average of **8.2%** off the top of each of his contracts for him to make a sale. It cost the company **\$22,599.13** in advertising for Bryan to make sales of **\$275,630.94**.

Bryan's commissions were **9.19%** of sales or **\$25,333.43**. The cost of sale for the company to provide the service (labor & materials) was **\$139,667.01** or **50.67%**.