

What Is Your Company’s “Back of the House” Opportunity?

The table below gives you a simple way to calculate how much revenue you can gain simply by improving customer loyalty.

In the column labeled “Now” list the numbers requested, starting with how much a typical customer buys during an average purchase. In row two, input how many times a customer buys from you each year. Next, multiply the values in these two rows to learn what a customer is worth to you every year. In row four, estimate how many referrals a customer sends to you each year (this is a key number your business should be tracking!), and in row six calculate the total value of the referred business. Row seven tells you the value of a customer per year.

The next column asks you to make adjustments to two numbers. We suggest the targets shown below and invite you to experiment from there. What opportunity is available to you if you improve your service and the way you communicate with your current customers?

		Now	Target Increase	New Total	Change (Your Opportunity)
1	Average amount a customer buys per transaction?				
2	Number of times a customer buys per year?		50%		
3	Total value of a customer per year (row 1 X row 2):				
4	Number of referrals each customer sends to you in a year:		+2		
5	Value of each of those referrals (from row 3):				
6	Total value of referred customers (row 4 X row 5):				
7	Cumulative value of a customer (row 3 + row 6):				

True Course has a unique program that works with the leadership in your company to maximize the value of the customers you already have. It is a powerful program that doesn’t require any expensive investment in new marketing. **Contact us today at discoveryourtruecourse.com/contact to learn more.**