

# Volume Income Projection Worksheet

## DEFINITIONS

**Desired Monthly Income** - Income goal, by month, to calculate the activity needed to attain result.

**Total Volume per Month** - Sales Volume per month needed to achieve the monthly income goal desired (this volume is divided by 4.3, the average number of weeks in a month)

**Total Volume Per Week** - Sales Volume per week needed to achieve the prepaid funeral contract volume goal (based on an average contract of \$4,500)

**Contracts** - Completed prepaid funeral application submitted to the company

**Presentations** - A formal presentation including a customized quote

**Appointments** - A mutually agreed upon time/place to deliver a presentation

**Contact** - Two-way conversation between the agent and prospect

**Attempts** - One-way communication from an agent

## EXAMPLE

1.  $8,000$  (monthly income) /  $10\%$  (avg. commission)  
=  $80,000$  (total volume per month)
2.  $80,000$  (total volume per month) /  $4.3$  (weeks per month)  
=  $18,604$  (total volume per week)
3.  $18,604$  (total volume per week) /  $4,500$  (avg. contract)  
=  $4.1$  (contracts per week)
4.  $4.1$  (contracts per week) /  $50\%$  (avg. close rate)  
=  $8$  (presentations per week)
5.  $8$  (presentations per week) /  $66\%$  (avg. appointment hold rate)  
=  $12.5$  (appointments per week)
6.  $12.5$  (appts. per week) /  $20\%$  (avg. appointment setting rate)  
=  $63$  (contacts per week)
7.  $63$  (contacts per week) /  $30\%$  (avg. contact success rate)  
=  $209$  (Attempts per week)

**You need approximately 209 attempts a week to earn a monthly income of \$8,000.**

## PRACTICE

To calculate the number of attempts needed each week, we can work backwards from the Desired Monthly Income.

Desired Monthly Income

*This is your monthly income goal*

Total Volume per Month

*Divide "Desired Monthly Income" by 10% (Average commission for all products) to determine your "Total Volume per Month" sales goal.*

Total Volume per Week

*Divide "Total Volume per Month" by 4.3 (Average weeks in a month) to determine your "Total Volume per Week" sales goal.*

Contracts per Week

*Divide "Total Volume per Week" by \$4,500 (Average contract is \$4,500) to determine how many contracts written per week to achieve sales goal.*

Presentations per Week

*Divide "Contracts per Week" by 50% (Average closing rate) to determine how many presentations are needed to write the number of prepaid funeral contracts to achieve sales goal.*

Appointments per Week

*Divide "Presentations per Week" by 66% (Average appointment hold rate) to determine how many appointments are needed to set weekly to achieve sales goal.*

Contacts per Week

*Divide "Appointments per Week" by 20% (Average appointment set rate) to determine how many contacts are needed to achieve weekly appointment goal.*

Attempts per Week

*Divide "Contacts per Week" by 20% (Average "attempts" to "contacts" rate) to determine how many attempts are needed to achieve weekly contacts goal.*

**Security National**

Family of Life Companies

