



Closing/Success Ratio Worksheet

Activity Success Ratio

of Telephone Calls per _____

of E-mails per _____

of Appointments _____

of Appointments _____

Success Ratio _____%

Success Ratio _____%

of Letters per _____

Proposal Success Ratio

of Appointments _____

of Appointments _____

Success Ratio _____%

of Proposals _____

of Cold Calls/Stop Ins _____

Success Ratio _____%

of Appointments _____

Sales Success Ratio

Success Ratio _____%

of Referrals per _____

of Proposals _____

of Appointments _____

of Sales _____

Success Ratio _____%

Success Ratio _____%

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT