



Company Name:	Date
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**Instructions:** This worksheet contains formulas. In "A" enter your average sales per customer visit/transaction amount. In "B" enter one number; if for example an average customer makes a purchase daily enter 360, which is a bankers year, or if they purchase on a weekly basis use 52. If they purchase monthly use 12, quarterly use 4 etc. In "D" enter the average time, in years, a customer will buy from you. With these values the formulas will calculate the "Customer lifetime value" in "E" and the "Total Value of One New Customer" in "H".

**DIRECT VALUE**

<b>A</b>	What is your average sale per customer visit/transaction?	
<b>B</b>	What is the frequency of average customer sales i.e. Day, Week, Monthly, or Quarterly etc?	
<b>C</b>	<b>Total Sales per year (A X B)</b>	
<b>D</b>	Customer lifetime in years (average)	
<b>E</b>	<b>Customer lifetime value (C X D)</b>	

**INDIRECT VALUE (Word of Mouth)**

<b>F</b>	Happy customer tells five people on average (E X 5)	
<b>G</b>	Sales from referrals @ 25% of F (F X .25)	
<b>H</b>	<b>Total Value of One New Customer (E + G)</b>	

**EXAMPLE**

Company Name:	Date
<b>Zemo Cleaners</b>	<b>11/1/2008</b>

**DIRECT VALUE**

<b>A</b>	What is your average sale per customer visit/transaction?	\$	30.00
<b>B</b>	What is the frequency of average customer sales i.e. Day, Week, Monthly, or Quarterly etc?		52
<b>C</b>	<b>Total Sales per year (A X B)</b>	\$	<b>1,560.00</b>
<b>D</b>	Customer lifetime in years (average)		2
<b>E</b>	<b>Customer lifetime value (C X D)</b>	\$	<b>3,120.00</b>

**INDIRECT VALUE (Word of Mouth)**

<b>F</b>	Happy customer tells five people on average (E X 5)	\$	15,600.00
<b>G</b>	Sales from referrals @ 25% of F (F X .25)	\$	3,900.00
<b>H</b>	<b>Total Value of One New Customer (E + G)</b>	\$	<b>7,020.00</b>