Three Numbers to Know Before You Buy Video

Make one business opportunity easier to see. Start with something you want to achieve or make easier, then put numbers beside one possible improvement.

Type into this PDF or print it. Rough estimates are welcome. Write "not known yet" when you need more information. Your figures stay in your copy unless you choose to share them.

1. Over the next year, what would you like to achieve - or make easier?

Examples: attract suitable customers, support a launch, help buyers understand your value, or spend less time explaining the basics.

2. What would meaningful progress look like?

Describe something you could notice: more inquiries from companies you can help, fewer proposals going quiet, or customers arriving better prepared.

How to use this guide

Describe one recent situation on page 2. Then choose just ONE numbers page: winning business (3), value per sale (4), or repeated work (5). Finish with your opportunity statement on page 6.

The examples are hypothetical, not forecasts or promises. You do the arithmetic; this PDF does not calculate automatically. You do not need a video plan to begin.

UNDERSTAND THE OPPORTUNITY

Start with a situation you recognize

3. Think of a recent example. What happened?

Example: a prospect liked our proposal but could not explain our approach to the other decision-makers.

4. Who was involved, and what questions did they still have?

Example: the person evaluating us needed to explain how implementation would affect their team. Separate what you heard from what you suspect.

5. What have you tried to improve this, and what happened?

This could include a change to your process, sales materials, video, or another approach. "Nothing yet" is fine.

Choose the numbers that fit

Winning suitable business > Page 3

The value of each sale > Page 4

Time spent on repeated work > Page 5

The cause may involve communication, pricing, your offer, timing, or something else. If none of these calculations fits, go to page 6 and note what you need to learn. Do not force a number.

Winning suitable business

Choose customers, projects OR purchases. Keep that same unit in every answer. "Suitable" means business that fits what you offer and that you want more of.

I am counting: customers / projects / purchases

1. How many did you win in the past 12 months?

Example: nine plant modernization projects. Count actual wins, not inquiries or your revenue goal.

2. How many ADDITIONAL wins would be meaningful over the next 12 months?

Example: two additional projects. This is a scenario to examine, not a forecast.

3. About how much revenue does ONE bring in during its first 12 months? ($)

For a customer, count their purchases in those 12 months. For a project or purchase, count its revenue in that period. Do not count the same revenue twice.

Additional wins x revenue per win = possible additional revenue

Example: 2 projects x $20,000 = $40,000 before costs

My scenario: ___ additional wins x $___ per win = $___ additional revenue

Revenue is not profit. Deduct the costs of serving the additional business and achieving the change before evaluating a return. Repeat business may add value later; keep it outside this first estimate.

Next: page 6. Note when the wins and revenue could actually occur, especially if your sales cycle is long.

CHOOSE ONE NUMBERS PAGE | VALUE PER SALE

The value of each sale

Choose one comparable service, product or project type. This can involve a different service level, a larger purchase, or clearer recognition of your existing value. Discounts do not have to be the issue.

The service, product or project type I am considering is:

1. What do customers typically spend on that purchase now? ($)

Example: $10,000 per project. Use an actual typical purchase, not your total monthly revenue.

2. What amount per purchase would you like to explore? ($)

What would customers receive or understand that could support that amount?

3. How many comparable purchases could this apply to over 12 months?

(Amount to explore - current amount) x purchases = revenue difference
Example: ($11,000 - $10,000) x 10 purchases = $10,000

My scenario: ($___ - $___) x ___ purchases = $___ revenue difference

This is possible additional revenue, not profit. Check any additional delivery costs and whether the change could affect how many customers buy. Do not add overlapping results from the other numbers pages.

Next: page 6. Missing a figure? Record what you need to learn rather than inventing an answer.

CHOOSE ONE NUMBERS PAGE | MAKE ROOM FOR OTHER WORK

Time spent on repeated work

Choose ONE repeated explanation or task:

Example: explaining what our service includes before someone requests a proposal. Choose one task so you can estimate its time.

1. About how many TOTAL team hours went into it last month?

To estimate: times it happened x minutes each time, divided by 60. Four 15-minute explanations = one hour. Include everyone involved, counting each person's time once.

2. How many of those hours would you like to explore freeing up per month?

Example: one hour out of four. You do not need to eliminate the task. Start with a smaller change that would be useful.

3. For how many months in the coming year does this work occur?

Example: 12 months for year-round work, or three months for a seasonal task. If last month was unusual, use a more typical month.

Hours freed per month x months = time potentially available

Example: 1 hour per month x 12 months = 12 hours

My scenario: ___ hours per month x ___ months = ___ hours available

Recovered time creates capacity. It only reduces expenses if actual spending falls. Include time needed to maintain any new approach when you compare options.

Next: page 6. What useful work would this time make room for?

KEEP THIS PAGE FOR YOUR NEXT CONVERSATION

Your opportunity, in your own words

We would like to improve:

Today: [copy your current count, purchase amount or hours - include the unit]

If we could: [copy the improvement you explored]

It could mean: [copy your revenue difference or hours, with the time period]

When could results appear? Consider your sales cycle or time to make a change.

If the improvement were half as large, would it still matter? Why?

For a small number of sales, try one fewer win instead of a fraction of a customer or project. Recalculate the result using your same unit.

What would that progress allow your business or team to do?

Before choosing a solution, we need to understand or check:

Read the first four answers together as your opportunity statement. It is a scenario to investigate, not evidence that video will cause the improvement.

Interested in meeting? Send a short request and I will get back to you within 24 hours to arrange a Discovery Session. You can attach this completed statement if you want me to review it; sharing your figures is optional.

Let us carry this conversation further >