

The Predictable Revenue Development Model

1. **Leads:** How many new leads are generated per month?

2. **Sales Qualified Leads (SQLs):** How many qualified sales opportunities are created per month? *[To qualify use The PTDB Sequence]*

3. **Pipeline Value:** How much is the Total Rand Amount of new qualified pipeline generated per month? *(This is the best indicator of future revenue.)*

4. **Leads : SQL Conversion Ratio (%):** What is the % conversion rate of leads to qualified opportunities?

5. **Total Revenue (New, Add-on, Renewal):** What is the total revenue generated per month from new sales, add-ons and renewals?

NEW: _____

ADD_ONS: _____

RENEWALS: _____

6. **SQL : Sale Conversion Ratio (%):** What is the % conversion rate of SQLs into sales?

7. **Annual Recurring Revenue (ARR):** What is the guaranteed annual recurring revenue?

8. **Lifetime Value of Your Client (ARR × # of years):** What is the average lifetime Rand value of each client?
