

PHASE 1: *Current Numbers:*

Current # of customers		Current average \$ per sale		Current repurchase frequency		Total
<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>

PHASE 2: *10/10/10 Plan:*

Calculate a 10% increase for each box for a 33.1% total

10% Increase in the # of customers		10% Increase in the average \$ per sale		10% Increase in the frequency of repurchase		Total
<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>

PHASE 3: *Now create a more aggressive target plan. Create a 33-25-50. Plan for a 150% increase. If you want to be more conservative, try a 20-20-20 Plan for a 72.8% increase.*

Increase the # of customers		Increase the average \$ per sale		Increase repurchase frequency		Total
<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>	*	<input type="text"/>