

*'Choose to achieve direction over perfection.'*

## **2010 BNI Sac Midtown Business Goals**

### **Sac Midtown Mission Statement**

*The BNI Sacramento Midtown Chapter is a passionate team of business professionals who are committed to the selfless and aggressive growth of every member's business & the consistent expansion of our chapter.*

### **2010 Goals**

**2010 Annual Referral Revenue:** \$350,000 by October, 2010.

**2009 Q1:** \$58,036

**2010 Q1:** \$102,840

**2010 Monthly Referrals:** 2 per member.

As of December 2009 we have 20 existing members which can provide 40 referrals each month (20 x 2) or 480 referrals per year (40 x 12).

**2009 Q1:** 206 referrals

**2010 Q1:** 165 referrals

**2010 Average Revenue per Referral:** \$729.17 (\$350k / 480) or \$29,166.67/month

**2009 Q1:** \$281.72

**2010 Q1:** \$623.27

The revenue for each closed referral, of course, may be significantly higher or lower than the average. Having an average gives us a point of reference to track our results for this year & allots for any necessary adjustments that need to be made going in to the next year.

**2010 Monthly Visitors:** 1 per member.

If 20 members bring just one visitor each month that would provide 20 new visitors every month or 240 visitors per year (20 x 12)!

**2009 Q1:** 85 visitors

**2010 Q1:** 22 visitors

**2010 Visitor Conversion Ratios:** Of course, not every one that visits will make the decision to join our chapter. This is why we use conversion ratios to track our progress.

A 15% conversion ratio would contribute 36 new members by the end of the year! (240 x 15%)

A 25% conversion ratio would contribute 60 new members by the end of the year! (240 x 25%)

**2010 Q1:** .05%

**BNI Sacramento Mid Town Chapter**  
*Success...on purpose.*