

'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.