

How to Grow Your Sales Every Month

Conversion School - Lesson Three

Use Your 3 Key Metrics to Control Your Sales

These are Metrics that you can improve to grow your sales

- Traffic
- Conversion Rate
- Average Order Value

Growing your sales is a Numbers Game

Formula for Sales:

Traffic (website visits) X your Conversion Rate = Number of Orders

Number of Orders X your Average Order Value = Sales

Traffic is the pool of people that see your Offer...

The number of **Orders** you get is limited by your **Traffic**



Conversion rate 2% = 20 orders



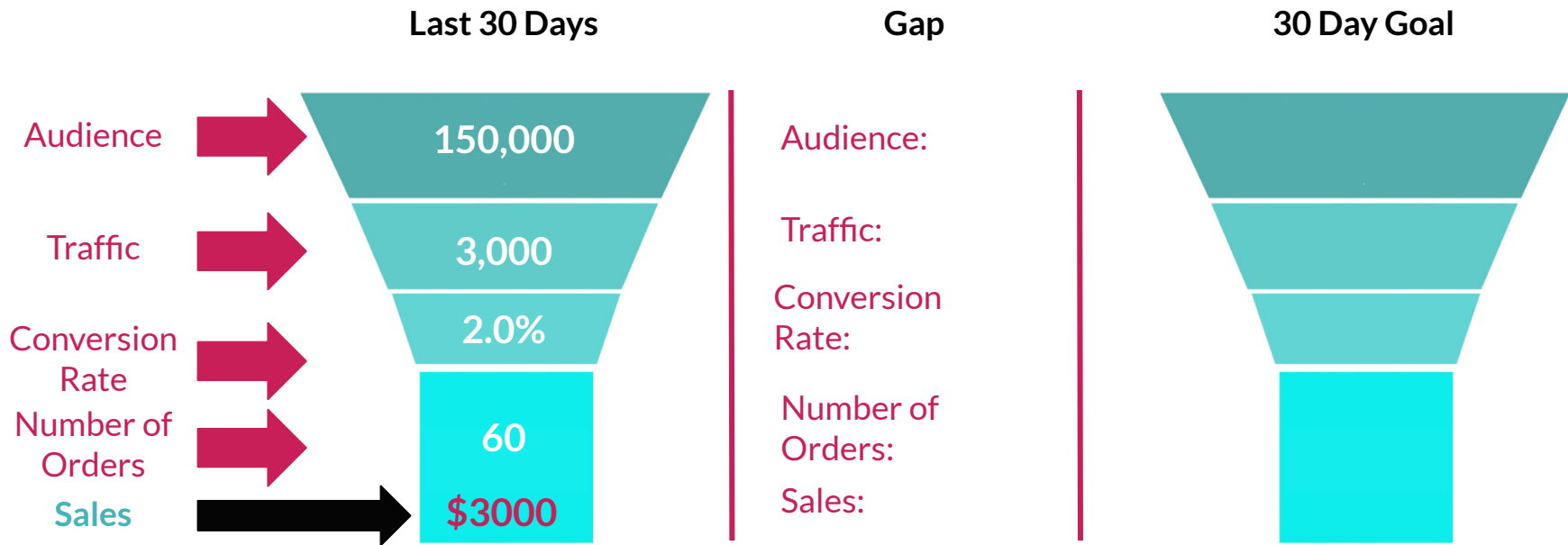
Conversion rate 2% = 200 orders

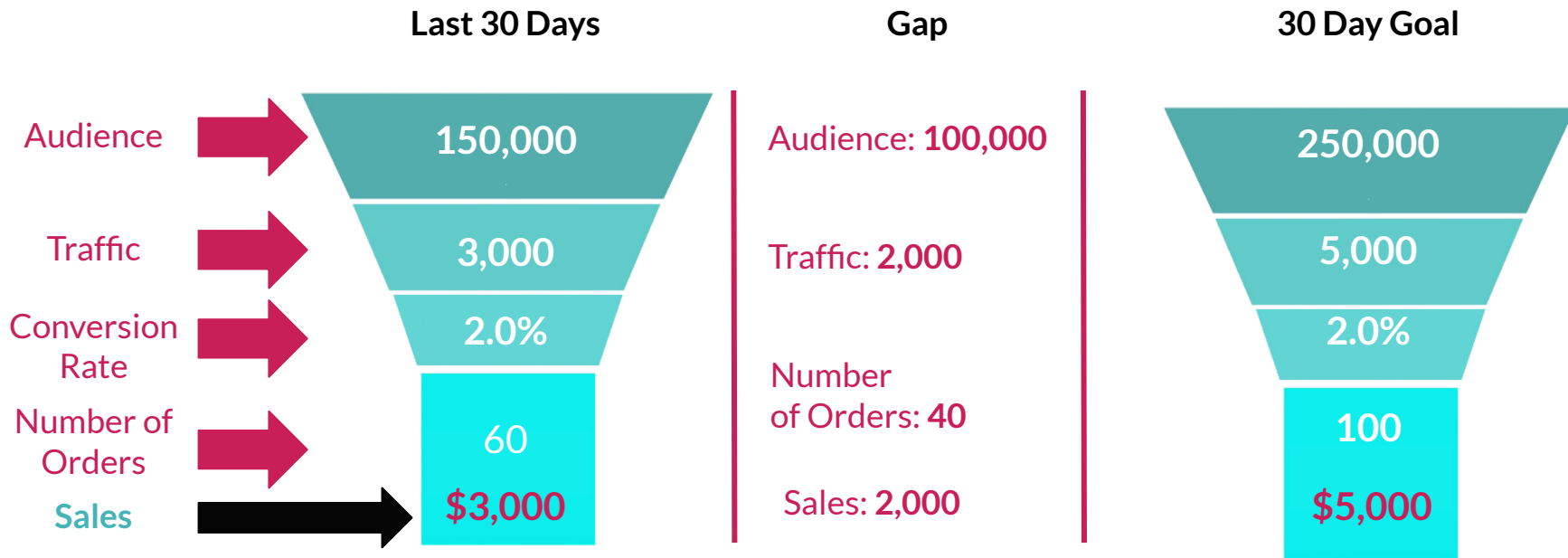
Underestimating the amount of **traffic** you need is the most common reason for not reaching your **sales goals**.

How do you set your Sales Goals?

Ask yourself:

- How do I currently set my sales goals?
- Do you have a traffic goal that aligns with your sales?
- Are you focused on the right work?





Your next steps:

- 1) Decide on your Sales Goal for next month
- 2) Find your Conversion Rate and Average Order Value (last 30 days)
- 3) Use the Calculator to determine the Audience size and the Traffic you need to reach your Sales Goal

****** The link to your Calculator is below this Lesson (save it)***



**Meet me in the
next lesson!**