

August 2009



these five factors are critical factors businesses should focus upon to increase their profits.

**ONE**

the number of leads generated from advertising & promotions campaigns & as a result of targeted marketing

**number of leads**



**TWO**

converting leads into sales. effective conversion methods are essential business tools.

**conversion rate**



**THREE**

customers can be encouraged to increase the number of times they purchase during the month or year

**number of transactions**



**FOUR**

increasing the overall average sale per customer

**average \$ per sale**



**FIVE**

you can do this simply by increasing the margin on each product sold

**margin**

