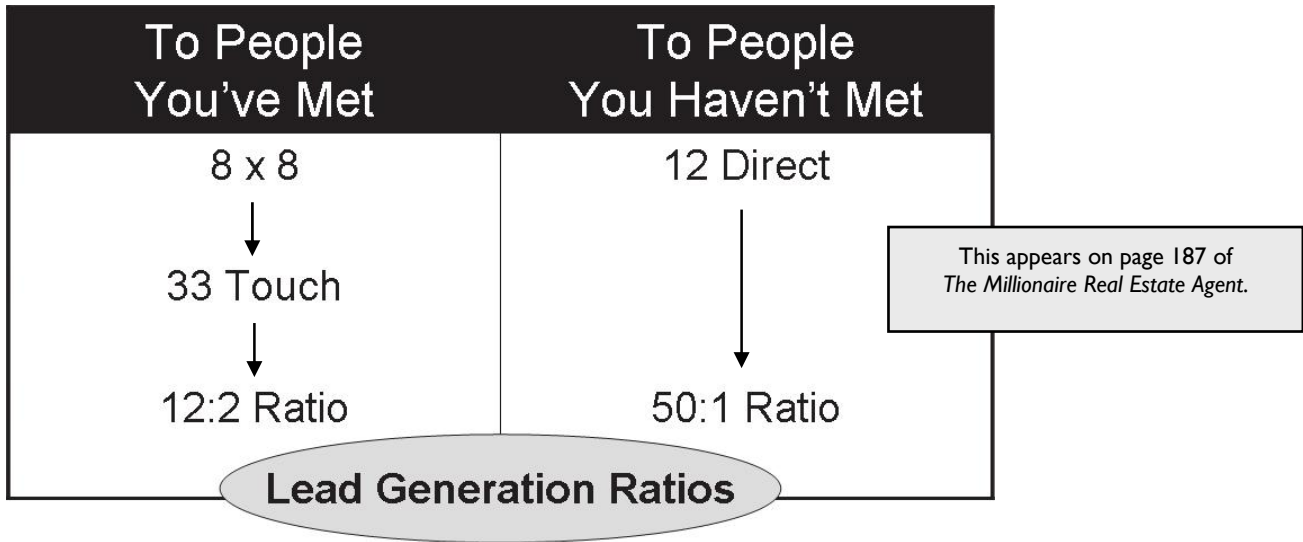


The Four Models



Individual Exercise

Conversion Rates and Your Net Sales Goal

Using the second example as a guide, fill in the blanks below to calculate *your* goal net sales per year.

Time: 10 minutes

	MET		HAVEN'T MET
Option 1	in database	+	in database
Option 2	in database	+	in database
Option 3	in database	+	in database
	Net		Sales per Year

	MET		HAVEN'T MET
Option 1	1,920 in database	+	0 in database
Option 2	0 in database	+	16,000 in database
Option 3	960 in database	+	8,000 in database
	Net 320 Sales per Year		