

Assessing Marketing Results

1. Recurring Business Ratio: What percentage of your revenues will recur next year without any effort?
2. Capacity: What is your total marketing capacity (measured in person-hours)?
3. Win-Loss ratio: What percentage of assignments that you pursue do you win?
4. Assignment Size: What is the size of your average assignment?
5. Penetration Ratio: What percentage of all fees spent by a client on services in your area do they pay to you?
6. Sole Source Ratio: What percent of your business is won on a non-competitive, sole-source basis?
7. New Client Ratio: What percentage of this year's revenues are from clients you had never worked for prior to this year?
8. Client Retention Ratio: What percentage of your top ten clients were top ten clients three, or five, years ago?
9. New Service Ratio: What percentage of your revenues come from services you didn't offer three or five years ago?
10. Marketing Breadth Ratio: What percentage of your senior people have a demonstrated capability of bringing in a volume of business at least triple our average revenue per person?

Source: Maister, True Professionalism, Free Press, 1997

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