

TRUECOST of sales & going to market

** Please fill in the following to the best of your ability



Sales Team Salary & Employment Costs: Salary/Commission/Bonus _____ + Employment Costs _____ = Total: _____

CSR Team: Salary/Commission/Bonus _____ + Employment Costs _____ = Total: _____

% of All other customer facing employees' __ Salary/Commission Bonus _____ + Employment Costs _____ = Total: _____

Lead costs (Website/marketing/advertising/trade show/Events) _____ Total: _____

Hidden production costs (wasted inventory/downtime/set up fees) _____ Total: _____

Fluctuating inventory value/spoilage/waste _____ Total: _____

Lost production due to lost opportunities (Conversion rate x Hours + Effort + expenses) _____ Total: _____

Other: _____ Total: _____

Other: _____ Total: _____

Estimated total TRUECOST of sales: Total: _____

Total TRUECOST sales _____ / Total Revenue _____ = Total TRUECOST % _____ **12-month Target/ Goal**

Current Gross Profit % _____ - Current TRUECOST % _____ = Profit Differential _____ **12-month Target**