

Database Value Worksheet



Expected ROI from Advertising: _____

Average Ticket, Party of 2: _____

The following goals are only attainable with a customer database:

Goal #1: 100 Loyal Customers

Definition: Comes with a guest twice a month

Value per Loyal Customer: _____

Monthly Value: _____

Annual Value: _____ x 100 _____

3-Year Value _____

Goal #2: 25 Birthday Parties per Month

Definition: Party of 6 or more, \$20 per person

Value per Party: _____

Monthly Value: _____

Annual Value: _____ x 25 _____

3-Year Value _____

Goal #3: 50 Free Salespeople

Definition: A: 10 Referrals from your 50 best customers
B: 2 new monthly customers from your 50 best customers

Value per Referral: _____ x 500 _____

3-Year Value _____

Monthly Customer Value: _____

Annual Customer Value: _____

Total Value: _____ x 100 _____

3-Year Value _____

Database Value: _____