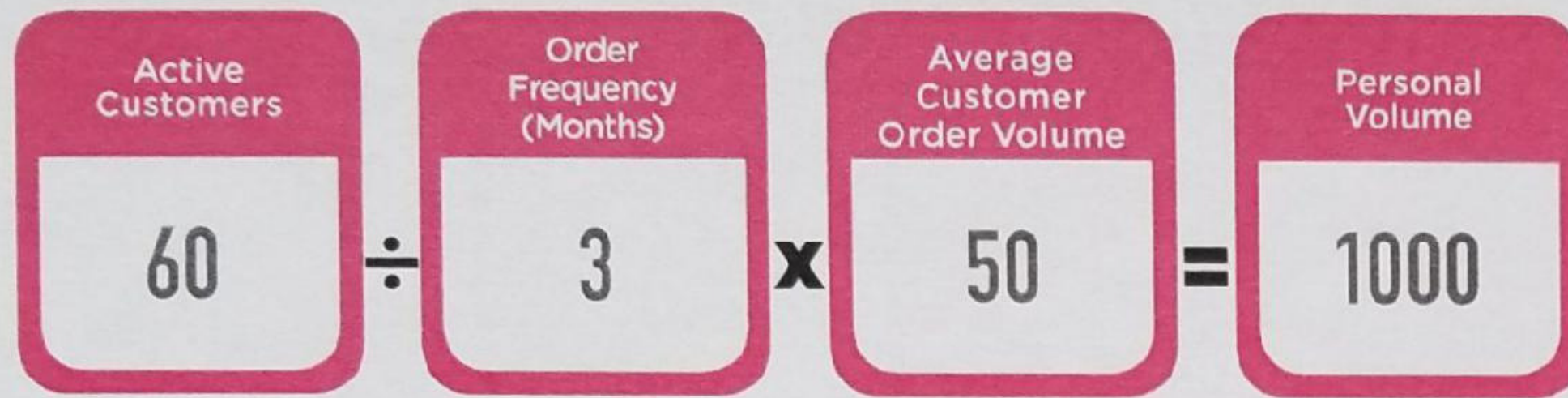
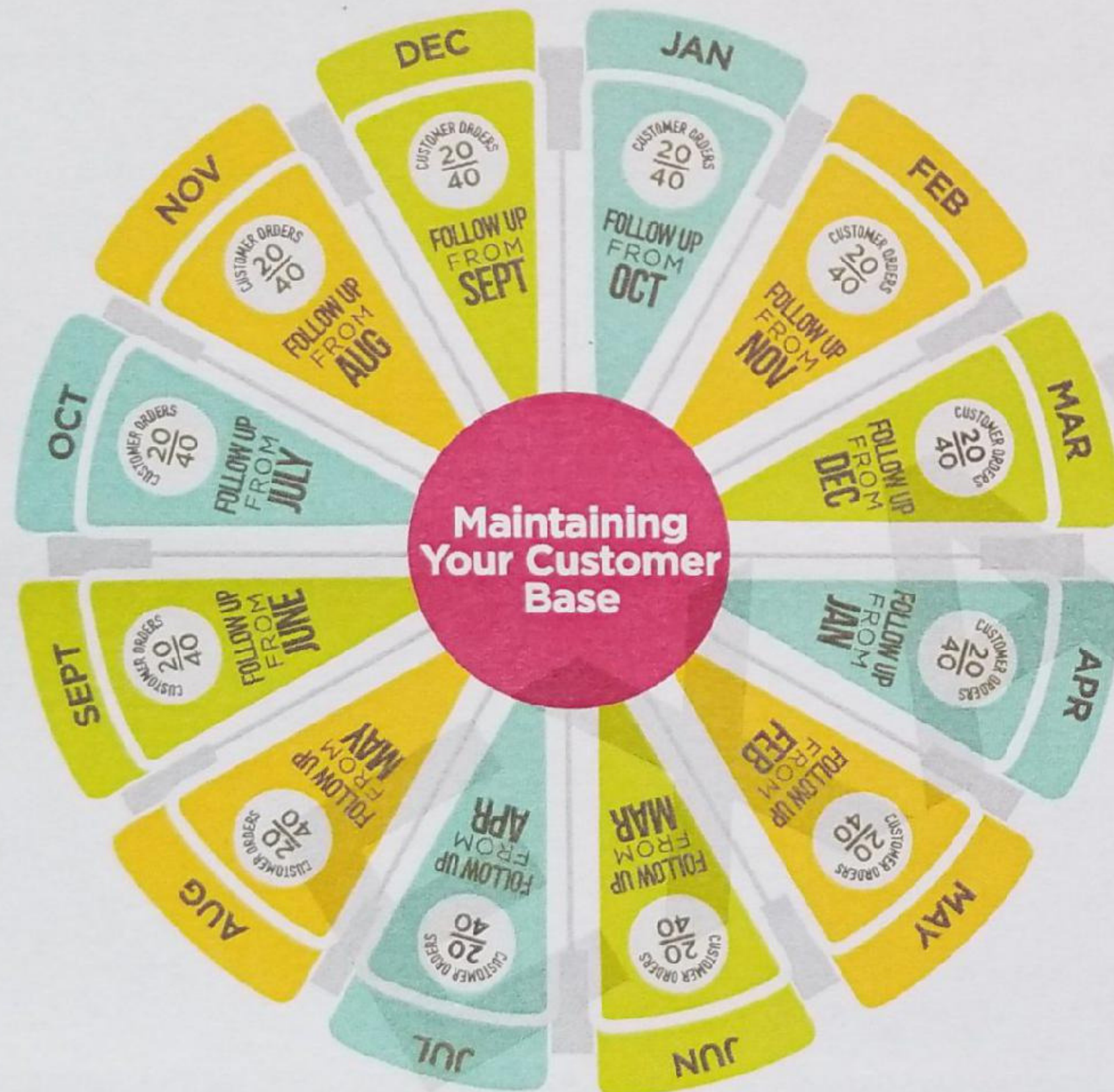


# PLANNING YOUR PERSONAL VOLUME

Complete the below information on your customers to better plan your PV goals.



**TIP:** On average, customers order quarterly (every 3 months) Track them in quarterly groupings and follow up.



## OTHER THINGS TO REMEMBER:

- Make plans to replenish and replace customers who don't place their follow up order.
- Encourage customers to place orders on your website so that you can leverage PoshPro to track and follow up.
- It costs 7X more to acquire a NEW customer than it does to keep one
- The likelihood of converting an existing customer is 60-70%, whereas the likelihood of converting a new prospect is only 5-20%.

## TRACK & FOLLOW UP WITH YOUR CUSTOMERS EVERY 90 DAYS

TEAL CUSTOMERS		YELLOW CUSTOMERS		GREEN CUSTOMERS	
1000 PV		1000 PV		1000 PV	
1.	Annie Smith	1.	Susan Ricks	1.	Abby James
2.	Alice Green	2.	etc.	2.	etc.
3.	etc.	3.	...	3.	...
4.	...	4.	...	4.	...
5.	...	5.	...	5.	...
6.	...	6.	...	6.	...
7.	...	7.	...	7.	...
8.	...	8.	...	8.	...
9.	...	9.	...	9.	...
10.	...	10.	...	10.	...
11.	...	11.	...	11.	...
12.	...	12.	...	12.	...
13.	...	13.	...	13.	...
14.	...	14.	...	14.	...
15.	...	15.	...	15.	...
16.	...	16.	...	16.	...
17.	...	17.	...	17.	...
18.	...	18.	...	18.	...
19.	...	19.	...	19.	...
20.	...	20.	...	20.	...
2000 PV		2000 PV		2000 PV	
21.	...	21.	...	21.	...
22.	...	22.	...	22.	...
23.	...	23.	...	23.	...
24.	...	24.	...	24.	...
25.	...	25.	...	25.	...
26.	...	26.	...	26.	...
27.	...	27.	...	27.	...
28.	...	28.	...	28.	...
29.	...	29.	...	29.	...
30.	...	30.	...	30.	...
31.	...	31.	...	31.	...
32.	...	32.	...	32.	...
33.	...	33.	...	33.	...
34.	...	34.	...	34.	...
35.	...	35.	...	35.	...
36.	...	36.	...	36.	...
37.	...	37.	...	37.	...
38.	...	38.	...	38.	...
39.	...	39.	...	39.	...
40.	...	40.	...	40.	...

Data shows that CONSISTENTLY achieving 1000PV+ is crucial to keeping your brand in front of enough customers maintain and grow your personal business.

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