



Ben's Business Formulas

What is my close rate?

- The close rate is the number of jobs sold divided by the number of estimates written
- Example: $42 \text{ R.O.'s} \div 70 \text{ estimates} = 60\% \text{ close rate}$
- At 15 minutes per estimate, 7 hours of estimating time were not productive ($70 - 42 = 28$, $28 \times .25 \text{ hours} = 7$)
- At a national average of \$1800 per estimate, that's \$50,400 missed.

BUT

- No one closes 100% of their estimates
- The industry benchmark is an 80% closing rate
- Assuming the 80% average, in this example you are 20% off the mark, not 40%
- So based on national averages you are 14 estimates shy, not 28, and \$25,200 short of extra potential profit

How can you raise your close rate?

- Take PPG estimating courses and learn new techniques
- Attend special forums at the Ben's classroom in Daytona
- Talk to your Ben's sales rep about techniques they have learned
- We can bring in a specialist to work with you on site