

Value Worksheet

NAME OF BUSINESS: _____

BUSINESS GOALS: _____

GROWTH PLANS: _____

MARKETING STRATEGIES (CURRENT) _____

Average Real

DURBIN DEBIT: Avg Savings = **\$40/mo** _____

Free Terminal Avg Value = **\$39.95/mo** _____

(or \$1500 purchase)

Hi Speed Printing and IP Ready

Affinity: Brings in NEW customers

5 6 7 8 9 10 11 12 13 14 15

Avg Purchase Amount? \$ _____ = _____

No Monthly Cost/No Upfront

Great Prestige with BIG NAMES

Merchant Card:

Traditional Gift Cards 3-10/mo

\$50 ea = \$150 - \$500 Revenue _____

Refund Card

1-2/mo@ \$50 ea = \$50-\$100 mo _____

Marketing Card

10-15/mo@\$30 ea=\$300-\$450/mo _____

Repeat Customers at 50% return/month

Month 2=15 New Plus 10 Returning(Loyal)=25 NEW

Month 3=15 New Plus 20 Returning(Loyal)=35 NEW

Month 4=15 New Plus 30 Returning(Loyal)=45 NEW

Month 5=15 New Plus 40 Returning(Loyal)=55 NEW

Month 6=15 New Plus 50 Returning(Loyal)=65 NEW

Even if it took longer than 6 months,

that growth is worth 65 X \$ _____ = _____

\$59 Application Fee

Sale Price offered (Still Profitable)

\$19.95/mo statement

\$24.95 one time delivery of welcome pack

Monthly Benefits _____

New Customers, New Repeat Business _____

New Marketing

\$59 Application Fee + 25 Delivery Fee

\$20 in Recurring Monthly Fees