

GOAL SETTING QUESTIONNAIRE

What is your company's main goal?	Develop a customer-first mentality by simplifying our brand voice and internal processes. Gain brand awareness.
What are the three goals of the business that you are aiming to achieve this year?	1.) Generate \$1m of net-new revenue. 2.) Launch and sell 30 of our UpFitKits. 3.) Launch an MSO program
What are your expansion goals?	Expand technology sales and brand awareness in Minnesota.
What are your revenue targets? Are you currently achieving them?	\$1M of net-new revenue focusing on western Iowa and Minnesota.
What are your sales goals?	See above. <i>Also, hire and onboard a new Outside Sales Rep by the end of Q1</i>
What do you want your sales team to achieve?	"Going deeper" with current customers and developing lead-intelligence to leverage outside sales efforts.
What is your quarterly sales target?	Q1 = \$1.832M Q2 = \$2.605M Q3 = \$2.591M Q4 = \$1.985M
What is your current cost per lead?	\$30.18 <i>(excluding payroll associated costs)</i>
What is the lifetime value of a customer?	\$500K-\$800K
What are your marketing goals?	Content, content, content (focused on answering our customer's questions)
What do you want your marketing team to achieve?	It's just me so I want to begin collecting data to drive future decision making. Begin to build an ROI case for increased future marketing investment.